

# American Fruit Grower

JUNE • 1961

25 CENTS

PRODUCTION

PACKING

MARKETING



NAI — Its History • Its Progress • Its Future

Why take a chance  
spraying when

# Protection COSTS SO LITTLE

Protect eyes, nose, lungs with  
AO Respirators and Goggles

Give yourself and your workers maximum protection without paying extra for it . . . get American Optical respirators and goggles that are designed for efficiency and comfort.



This AO R-71558 respirator-goggle combination gives maximum protection. Respirator, same as USDA-approved R-5058 below, has replaceable filter cartridges filled with high-grade activated charcoal to stop poisonous vapors. Prices: R-71558 combination—\$9.80; pack of 3 pair R-58 replacement filters—\$4.80.

AO R-5058 respirator is approved by the USDA for dusts, sprays, mists, vapors of Phosdrin, Demeton (Systox), TEPP, HETP, Parathion, Aldrin, Endrin, Dieldrin, Chlordane, EPN, Nicotine and other insecticides. Prices: R-5058 respirator—\$6.20; pack of 3 pair R-58 replacement filters—\$4.80.



AO R-9100 Lightweight, inexpensive R-9100 respirator, approved by Bureau of Mines against pneumoconiosis-producing and nuisance dusts like sand, silica, fine soil, hay, grain. Easy to clean. Price—\$2.30.



AO 484B flexible mask goggles ideal to protect eyes against dust, chemical sprays, flying particles. Soft vinylite frames; replaceable heavy-duty plastic lens. Price: \$1.75.



TO ORDER—Tear this out, mark items wanted and send with check or money order to any distributor listed. On orders less than \$10.00, add 35¢ handling and postage. Prices subject to sales tax if applicable.

Your Surest Protection...  
AO SURE-GUARD Products

**American Optical**  
COMPANY

AMERICAN OPTICAL COMPANY AGRICULTURAL DISTRIBUTORS

## ALABAMA

DECATUR Morgan County Exchange  
FLORENCE Anderson Hdwe. Co. 116 South Pine St.  
Lauderdale County Cooperative, Inc. P.O. Box 387  
HUNTSVILLE Hutchins Company, Inc. 100 Jefferson St., South  
PHOENIX Midwest Rubber & Supply Co. of Arizona 327 E. Jefferson  
ARKANSAS HOT SPRINGS Garland County Farmers Ass'n. 1918½ Central  
PINE BLUFF Farmers Supply Association, Inc. 300 State  
Jefferson County Feed W. 3rd & Highway 65 N.  
CALIFORNIA ARVIN E. O. Mitchell Co., Inc. Box 195  
BAKERSFIELD Bakersfield Welding Supply 901 18th Street  
Cal-Kern Farm Supply Co. 2710 "L" Street  
Flickinger Feed & Seed Company 930 18th Street  
Kern Welding Supply Co. 201 E. 5th Street  
BARSTOW Barstow Ind'l Supply 217 N. First St.  
Ted Cox Welding Supplies 1521 W. Main  
BLYTHE Blythe Feed & Seed Co. Box 697  
BRENTWOOD Ranch Supply Service P.O. Box 456  
COVINA Peerless Spray Chemical 321 Front Street  
CORCORAN Agriform Hixon, Inc. P.O. Box 458  
CUTLER G. R. Paul Seed Co. P.O. Box 368  
ESCONDIDO Farrar Chemical Service 310 W. Ohio St.  
FRESNO Fresno Agricultural Chemical Co. P.O. Box 1286  
Fresno Agricultural Hardware 2704 Blackstone Ave.  
Jensen & Pilegard 1008 G. Street  
Melville E. Willson Co. P.O. Box 1168  
GILROY Santa Clara Co. Farm Supply Co. 280 No. Monterey St.  
HOLLISTER Brown & Chappell Co. 328 Fourth Street  
Ricotti's Crop Supply 812 Powell St.  
HANFORD Central Valley Co-op P.O. Box 67  
LANCASTER Newell, Lloyd, Inc. Box 791  
LINDSAY Leffingwell Chemical Co. Box 967

Orange Belt Supply Co. Blue Gum Avenue  
LODI Don Leach Farm Equip. 230 N. Stockton Street  
Hughes Spray Chemicals P.O. Box 438  
LOS ANGELES Fruit Grower Supply Co. 707 W. Fifth Street  
The Buell W. Nutt Co. 11614 W. Pico Blvd.  
Plant Food Corporation 3711 Medford Street  
LOS BANOS Farmers Hardware & Supply 931 I St.  
MENDOTA Westside Hardware P.O. Box 126  
MERCED G. Musotto & Sons 1504 W. 13th Street  
MODESTO Livingston Oxygen 723 11th Street  
NEWMAN Westside Products Co. P.O. Box 625  
ORO GRANDE Desert Farm and Ind'l Equipment Co.  
Oro Grande Farm Implement Co.  
OXNARD Barnes-Duff 1430 South Oxnard Box 101  
Coastal Sprayers, Inc. 1015 E. Wooley Avenue  
Joseph Powers Co., Inc. Box 286  
PORTERVILLE E. L. Machinery Co. P.O. Box 791  
Sierra Farm & Home Supply P.O. Box 889  
REDLANDS Carlson Hardware 330 Orange Street  
REEDLEY Growers Supply Co. 953 G Street  
RIPON Tornell Farm Service P.O. Box 606  
RIVERSIDE Allbrights' 3889 8th Street  
SAN FRANCISCO A B C First Aid Supply Co. 238 Ocean Avenue  
SAN BERNARDINO Ted Cox Welding Supplies P.O. Box 53  
SANGER Sanger Farm Supply 742 Academy St.  
SANTA BARBARA Ott's Hardware 721 State Street  
SANTA MARIA Frank Olocco Co. Box 190  
Manuel P. Silveria, Insecticides Box 885  
Valley Farm Supply Co. Box 594  
SHAFTER Brown & Bryant Co. 402 Central Ave.—Bin T  
SO. SAN FRANCISCO Bob Williams Nursery 171 Ponderosa Rd.  
STOCKTON M. Calossa & Son 1947 E. Miner Avenue  
Irn Lockhart Seed P.O. Box 136  
San Joaquin Cherry Grower 1630 E. Channel St.

TURLOCK Chemurgic Corporation P.O. Box 630  
VISALIA B.H.C. Crop Service P.O. Box 1461  
Coberly & Plumb P.O. Box 14  
Charles J. Hammer 917 E. Main Street  
WASCO Maple Leaf Sales Organization 720 7th Street  
WATSONVILLE B & B Fertilizer Co. 30 Brooklyn Avenue  
Farmers Cooperative Exchange P.O. Box 878  
WHITTIER Leffingwell Chemical Co. 10523 S. Santa Gertrudes  
YUBA CITY Sutter Orchard Supply Inc. 573 Bridge Street  
COLORADO DENVER George Bros., Inc. 973 Broadway Street  
Royal Chemical Co. Denargo Market  
Thompson-Hayward Chemical Co. 1501 West 13th Ave.  
Woodbury Chemical Co. 5400 Monroe St.  
CONNECTICUT NORWICH Yantic Grain & Products Company  
FLORIDA DADE CITY Pasco Farm & Ranch Supply P.O. Box 437  
Highway 301 North  
DE FUNIAK SPRINGS West Florida Farmers Cooperative, Inc. P.O. Box 386  
HOMESTEAD Pat Tucci & Bros. P.O. Box 1475  
JACKSONVILLE Florida Agricultural Supply Company P.O. Box 658  
E. A. Martin Seed Co. Inc. P.O. Box 6176  
LEESBURG Cauthen Grove Service P.O. Box 342  
Dixie & 14th Streets  
PLANT CITY Kilgore Seed Company  
PRINCETON S & M Farm Supply Inc. P.O. Box 319  
ST. PETERSBURG 33 Spaulding's Inc. 1921 5th Ave. South P.O. Box 10009  
SARASOTA Farm & Garden Supply P.O. Box 1209  
4th Street  
GEORGIA ATLANTA Cotton Producers Assoc. P.O. Box 2210  
H. G. Hastings Company 434 Marietta St., NW  
ELBERTON Granite Sales and Supply Corp. P.O. Box 730  
FORT VALLEY Woolfolk Chemical Works, Ltd.  
IDAHO CALDWELL Simplot Soilbuilders P.O. Box 613

IDAHO FALLS Simplot Soilbuilders P.O. Box 937  
MERIDIAN Simplot Soilbuilders P.O. Box 247  
TWIN FALLS Simplot Soilbuilders P.O. Box 110  
WEISER Simplot Soilbuilders P.O. Box 656  
WILDER Simplot Soilbuilders  
ILLINOIS CHICAGO 31 Baker Enterprises 5736 N. Natoma Ave.  
EFFINGHAM Effingham Equity Co. North 4th Street Box 180  
LOMBARD Seeds-Fertilizer & Golf Course Supplies Box 241  
INDIANA EVANSVILLE Aard-Vark Pest Control Inc. 411 North Weinbach Ave.  
IOWA COUNCIL BLUFFS Council Bluffs Grape Growers Ass'n. 900 South Seventh St.  
SPENCER Kanis Wholesale Supply Company 1801 Grand Ave.  
KANSAS GREAT BEND Bailey Farm Supply 715 Patton Road  
MISSION Mid-Western Spray-Chemical P.O. Box 951  
3131 Merriam Lane  
KENTUCKY COVINGTON George W. Hill & Co. 25 Pike Street  
LOUISIANA BOSSIER CITY California Spray-Chemical Corp. P.O. Box 5723  
SHREVEPORT Planters Seed Company 204 Texas Street  
Red Barn Chemicals, Inc. 520 Spring Street  
MINNESOTA ST. PAUL 16 Mid-States Distributing Company, Inc. 550 South Snelling Ave.  
MARYLAND BALTIMORE 28 Cornell Chemical & Equipment Co. 1115 N. Rolling Road  
MASSACHUSETTS FITCHBURG United Cooperative Farmers, Inc. 339 Broad Street  
SOUTHBORO James H. Cookman Co. Route 9  
MISSISSIPPI COLUMBIA Farmers Supply Co. 304 Broad Street  
Marion County Coop. Box 227  
GREENVILLE McKee Lumber & Hardware Company 240 5th Street  
JACKSON Davis Seed and Feed Store 705 South State St.

Forestry Suppliers, Inc.  
P.O. Box 3305  
1825 Terry Road

**TUPELO**  
Tupelo Hardware Co.  
Main & Front Streets

**MISSOURI**  
**KANSAS CITY**  
Stowe Hardware &  
Supply Co.  
1300 West 13th Street  
Station A

Thomas-DaMoude Grain  
Service Co.  
9640 Kemper Road

**OVERLAND 14**  
Clover Floral &  
Nursery Co.  
8606 Lackland Road

**NEBRASKA**  
**COLUMBUS**  
M & W Wholesale  
Supply Company  
3617 Howard Blvd.

**SCOTTSBLUFF**  
Brown Farm Chem. Co.

**YORK**  
Central States Supply Co.  
316 S. Lincoln Ave.

**NEVADA**  
**LAS VEGAS**  
Inland Service &  
Supply Corp.  
1600 Industrial Road

McQuay Supply  
412 So. Main St.

**NEW JERSEY**  
**BELLEPLAIN**  
R. B. Mason & Son  
**HAMMONTON**  
Parkhurst Farm Supply  
301 N. White Horse Pike

**N. CALDWELL**  
Vandermolen Export Co.  
378 Mountain Avenue

**NEW MEXICO**  
**ALBUQUERQUE**  
Edmunds Chemical Co.  
Box 1016  
2200 2nd St. S.W.

**NEW YORK**  
**RIVERHEAD**  
William Kroemer &  
Sons, Inc.  
Route 25  
**SODUS**  
Bushart's Enterprises Inc.  
12 Union Street

**NORTH CAROLINA**  
**ASHEVILLE**  
Farmers Federation  
Cooperative  
P.O. Box 851  
131 Robert St.

**HENDERSONVILLE**  
Southern Agricultural  
Insecticides  
P.O. Box 189

**LUMBERTON**  
FCX Lumberton  
Wholesale Service

**STATESVILLE**  
FCX Statesville  
Wholesale Service  
P.O. Box 1069

**WASHINGTON**  
FCX Washington  
Wholesale Service

**OKLAHOMA**  
**ENID**  
Balden Mill and Elevator  
Equipment Co.  
1414 North 10th Street  
Southwest Chem. Supply  
1600 North 30th Street  
P.O. Box 251

**HOBART**  
Hobart Flour and  
Feed Company  
P.O. Box 679

**OKLAHOMA CITY**  
Horn Seed Company  
1409 N.W. 50th St.

**TULSA**  
Binding-Stevens Feed &  
Seed Co.  
101 West 1st Street

JUNE, 1961

Glenn Allen & Co.  
5501 East Admiral Place  
Target Chemical Co.  
528 South Pittsburg

**OREGON**  
**NYSSA**  
Simplot Soilbuilders  
P.O. Box 692

**ONTARIO**  
Simplot Soilbuilders  
P.O. Box 597

**TIGARD**  
Farmcraft Chemicals  
8900 S. W. Commercial

**PORTLAND 8**  
Pacific Supply  
Cooperative  
P.O. Box 4380

**PENNSYLVANIA**  
**BIGLerville**  
Tyson Orchard Service

**SOUTH CAROLINA**  
**SUMTER**  
FCX Sumter  
Wholesale Service

H & M Chemical Co.  
P.O. Box 1026

**SOUTH DAKOTA**  
**RAPID CITY**  
M. L. Warne Chemical  
& Equipment Co.  
1733 West Rapid  
Tri-State Milling Co.

**YANKTON**  
Gurney Seed &  
Nursery Co.

**TENNESSEE**  
**ATHENS**  
Athens Hardware Co.  
119 East Washington St.

**BRISTOL**  
Bristol Hardware Co.  
840 State St.

**CLEVELAND**  
Able Hardware Co.  
1st Street Northwest  
**LAVERGNE**  
Tennessee Farmers Co-op

**TEXAS**  
**AMARILLO**  
McKesson and Robbins  
109 Fillmore St.

Taylor-Evans Farm  
Stores, Inc.  
2701 East Third Ave.  
Southwestern Drug Corp.  
813 East 2nd Street

Western Grain and  
Supply Co., Inc.  
P.O. Box 3155

**DALLAS**  
Southland Farm Store  
5230 Maple Ave.

**EL PASO**  
Agricultural Supply Co.  
6820 Alameda

**HEREFORD**  
Chemical Co. of Texas  
P.O. Box 163

**HOUSTON**  
Redwood Chemical Inc.  
1912 Gray

**ROBSTOWN**  
Mill's Hardware &  
Implement Co.

**UTAH**  
**SALT LAKE CITY**  
Wasatch Chemical Co.  
2225 South 5th East,  
Salt Lake City

**VERMONT**  
**BURLINGTON**  
Champlain View Gardens

**VIRGINIA**  
**MCCLURE**  
Irwin Supply Company

**WASHINGTON**  
**YAKIMA**  
Yakima Hardware Co.  
P.O. Box 1021

**WISCONSIN**  
**MENASHA**  
Economy Floral  
Supply Co.  
Box 96



VOL. 81

JUNE, 1961

No. 6

## FEATURES

### NAI Gets Ready for its Next Big Step..... 9

By R. T. Meister

### Quality Peaches . . . from the hills of Southern Ohio.....10

By Eldon S. Banta

### Spray . . . with Safety.....18

### Peach Growers: Voluntary Methods to Raise Promotion Money Won't Work.....28

By Carroll R. Miller

### Apples Irrigating on a Slope.....12

By Melvin Miner

### The Key to the Secret?.....12

### Evaluating Bin Pallets.....14

### Berries New Cranberries.....16

### Cherries Chemical Loosener.....16

### Citrus "Guinea Pig" Trees.....14

### Pears Kieffer for Baby Food?.....14

## DEPARTMENTS

Letters to the Editor.....	6	Calendar of Coming Meetings.....	33
Windfalls.....	19	New for You.....	34
The Question Box.....	22	Editorials.....	38
Fruit-O-Scope.....	25	Fruit Talk.....	38
State News.....	26	Coming Next Month.....	38

E. G. K. MEISTER, Publisher

RICHARD T. MEISTER, Editor; E. K. GOULD, Managing Editor

Associate Editors: H. B. TUKEY, R. B. CAMPBELL, ELDON S. BANTA  
Art Director, GEORGE M. ROSS, Production Manager, J. S. BENDER.

EDWARD L. MEISTER, Director of Advertising

District Advertising Offices

<b>EASTERN ADVERTISING MANAGER:</b> Rod Zilenziger, 415 Lexington Ave., New York 17, N.Y. Phone—Murray Hill 7-1488.	<b>LOS ANGELES:</b> McDonald-Thompson, 3727 West 6th St. Phone—Dunkirk 7-5391.
<b>MIDWESTERN ADVERTISING MANA- GER:</b> Al Zilenziger, 333 N. Michigan Ave., Chicago 1, Ill. Phone—State 2-7128.	<b>SAN FRANCISCO:</b> McDonald-Thompson, 625 Market St. Phone—Exbrook 7-5377
	<b>SEATTLE:</b> McDonald-Thompson, 1008 West- ern Ave. Phone—Main 3-3766.

AMERICAN FRUIT GROWER is published monthly by American Fruit Grower Publishing Co., Willoughby, Ohio. E. G. K. Meister, Publisher and Chairman of the Board; Edward L. Meister, President; Richard T. Meister, General Manager; Gilbert Meister, Vice-President. Subscription current copies 25c; copies over one year old 75c.

When changing your address, please send us old as well as new; send address label from your last copy; allow 6 weeks for the first copy to reach your new address.  
Entered as second class matter at Post Office at Willoughby, Ohio, under the Act of March 3, 1879. Additional entry at Mount Morris, Illinois.  
Postmaster: Please send change of address "Form 3579" to AMERICAN FRUIT GROWER, Willoughby, Ohio.



**BELL SYSTEM ANNOUNCES A PROFITABLE NEW FARM COMMUNICATIONS  
TOOL THAT SAVES MAN-HOURS AND IMPROVES EFFICIENCY**

# FARM interphone

**Interphone gives you  
phones where you need them**

The Interphone system provides telephones at important work locations in the outbuildings. These phones are tied in to the main station in the house. You can take or make calls from any of them. No need to miss or postpone important calls. The people you do business with are as near as your closest phone. These handy extensions are used exactly as you would use a regular telephone. Incoming calls can ring all locations.



**Interphone gives you and your wife  
intercom between all phone locations**

Each Interphone station has a compact "speaker-microphone" that is interconnected with all other stations. This enables you to talk back and forth between these locations just as you would in ordinary conversation. If you wish, you can even converse "hands free" by speaking toward the speaker-microphone from several feet away.

From the house station your wife can "hold" an outside call while she talks with you on the intercom—then she can relay your instructions, or you can pick up the telephone and speak directly to the caller. This helps make your wife a business partner rather than a messenger. She stays in the house—you and your help stay on the job.



**Interphone gives you  
outdoor loudspeakers where you need them**

This Interphone feature keeps you in touch when you're outdoors around the farmstead. You can be called over this loudspeaker—and you can answer back "hands free" from considerable distance. The loudspeakers also allow a person in the house to monitor disturbances around the farm.



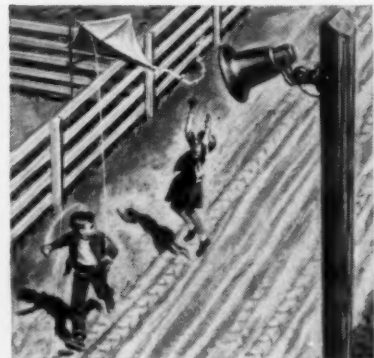
**Interphone also gives you  
these extra benefits**



**1** Interphone keeps you in the driver's seat. Use it to instruct hired help or locate a person around the farmstead. Everyone knows what he's supposed to do. So, you get more done in a day.



**2** In an emergency a person on an Interphone farm can make his voice heard all over the farmstead through one or more stations. You can't put a dollar value on this benefit.



**3** A multitude of day-to-day Interphone uses makes farm living more pleasant than ever before. It's used to trade information, keep track of the youngsters, call the family to dinner.

Farm Interphone was designed exclusively for farm use. It can save many times its cost by helping you make the most of your time and opportunities.

Interphone is a boon to farm wives, too. Using Interphone they can now trade information or call their husbands to the phone without running between the house and buildings.

Interphone is designed so that it can be installed to fit the needs of each individual farm. You can have the stations you need—where you need them, in the colors and styles of your choice. Interphone is easy to use. Its operation quickly becomes second nature to farm folks who have it. The cost is low—equipment is maintained in perfect working order at no additional cost.

**BELL TELEPHONE SYSTEM**



If you'd like to know more about Farm Interphone and what it can do for you, just call your local Bell Telephone Manager—or ask your telephone man if he is in the neighborhood—or mail the coupon below. There's no obligation on your part, of course.

Mail this coupon to:

**American Telephone and Telegraph Company  
Farm Interphone Division, Room 516A, Dept. L  
195 Broadway, New York 7, New York**

I would like complete information on Farm Interphone:

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Telephone Number \_\_\_\_\_

**SAVE PRUNING TIME  
CUT FERTILIZER COST**

# BUSH-HOG ROTARY CUTTER

## ORCHARD SPECIAL with 7-FOOT SWATH

Bush-Hog mulches prunings as it cuts and clears brush, spreads the valuable soil-nourishing, moisture-retaining litter around trees.

### Check These Exclusive Bush-Hog Features

One-piece, arc-welded wrap-around steel frame that holds litter for complete mulching . . . patented "flying-saucer" bladeholder rides over obstructions . . . free-swinging blades fold back to strike again at hard-to-cut material.

### Converts to Conventional Cutter

The Bush-Hog Orchard Special easily converts to the standard pull type for pasture mowing, land clearing, crop topping . . . all cutting jobs. The Bush-Hog line includes 5, 6 and 7 foot swaths, lift and pull types, side or rear inset wheels, hitches for all tractors.

ASK ABOUT  
BUSH-HOG  
JUNIOR  
5-foot economy  
model

OTHER  
BUSH-HOG  
IMPLEMENTS  
8-foot Mower  
Highway Special  
42" Belly Mount  
Pasture Seeder

Don't Settle For A Substitute . . .  
Get the Original BUSH-HOG  
Write Today for Color Folder

**BUSH-HOG MANUFACTURING CO.,**  
Dept. AFG-6, SELMA, ALABAMA



# LETTERS TO THE EDITOR

## Color Versus Quality

Dear Editor:

Your April issue contained a most provocative letter from Ralph Palmer, apple grower from western New York. He said that apples do not reach peak color and peak condition at the same time. He says buyers of his fruit complain of his color when he attempts to harvest at the point of best condition and adds that his fine-flavored, long-keeping fruit suffers in the marketplace when compared to the "red mush" found there.

I applaud Mr. Palmer's attempt to maintain eating quality of his apples. What causes this sad situation? Is color a valuable index of eating quality to the consumer? If it is, then we should convert to the "reds" as fast as possible and harvest when they are reddest.

But you know better than that. Those of you who've been eating apples for years will remember very well that when you selected an apple for yourself you chose one of a size to match your appetite with no regard to color except to avoid one with no color at all.

Does anyone believe that the double reds taste better or reflect their condition better than standards? Have any of us kept a tree of old-fashioned standard Staymans for our own use?

If high color is not a reliable measure of eating quality and may instead conceal poor condition, why are we growing red sports? If someone replies that they sell better, we must ask: better than what? Who are we competing with? Will red colored apples outsell yellow oranges? No, I think we are competing with ourselves and that too often we are using a pretty shabby device.

In a chain store here this month, apples were offered in bulk only. There was a choice of three varieties at three for 29 cents. Washington C-Grade was not unattractive, hard, and probably pretty good. There was a bin of very dark, badly bruised, and soft-looking Virginia Winesaps (you would never buy such as these). The third pile looked as if sales had been heaviest there. They were New York C-A Macs, solid, juicy, poorly colored, and not too big. People here are not accustomed to seeing Macs, but somehow they sensed that they were the best buy. Did color fool these buyers? It did not.

Growers admit privately that improvement in color has not always improved or even maintained flavor. Processors say the Red York is not as desirable for their use. But we have them now. What are we going to do? We cannot go backward. Our orchards are too heavily populated with double reds. Our customers are now accustomed to the "new shades." No, the reds are here to stay.

But we can listen carefully to Mr. Palmer. We can concentrate on harvesting at the peak of condition. We must move our fruit to market only after it is ripe and before it reaches the "red mush" stage.

Gardners, Pa.

Donald C. Tyson

## Could It Have Happened In Texas?

Dear Editor:

Allan Eckert's letter in your February issue is most interesting. A grapevine over 150 years old, measuring 16 feet in circumference at 10 feet above ground, is something to write about! That it could grow

only to the height of its 75 foot tree-trellis and end up as eight cords of wood are, on the whole, reasonable statements.

The Eckert name is highly respected in fruit growing circles—especially so in the Midwest—and Allan ascribes this account to a Reverend, possibly to take away some of its Paul Bunyan flavor.

Still, there are two small items which cast a shadow of doubt: 1) The date of the diary entry, 1853, gives the story the aspect of a dream, and 2) the fact that the scene was cast in Ohio, not Texas, where such vines would pass unnoticed.

A. N. Pratt, Editor  
Tennessee Horticulture

Nashville, Tenn.

## They Liked Our Integration Story

Dear Editor:

Congratulations to AMERICAN FRUIT GROWER and Author Joseph G. Knapp for the perfect article, "Can Vertical Integration Work For You?" It is without question the most brilliant concept, intelligent and illuminating treatment of the subject I have ever seen.

The people who are fortunate enough to receive counsel from Author Knapp are also to be congratulated. I hope that I may someday have the privilege of meeting him in person.

Chicago, Ill.

Victor D. Bendel

AMERICAN FRUIT GROWER  
SEEKING PERMISSION TO REPRODUCE VERTICAL INTEGRATION ARTICLE FROM YOUR MARCH ISSUE WITH FULL ACKNOWLEDGMENT.

COMMERCIAL GROWER  
MAGAZINE  
LONDON, ENGLAND

## A Grower's View on Cider Apples

Dear Editor:

In answer to the letter in the April issue complaining about cider apples, perhaps he has been buying most of his cider apples for the past 15 or 20 years in New York, but about seven or eight years ago he used to buy our drops for cider.

We had to hire help to pick up these apples at 15 or 20 cents per bushel. Then we had to load these apples at the farm, drive them to the cider mill and unload them. Most of the time we would not get our boxes back. Sometimes we would get 35 to 40 cents per bushel for these apples, very rarely would we get 50 cents per bushel.

Then one year there was a bumper crop of apples in New York, Pennsylvania, and New Jersey. Apple growers came from New York and Pennsylvania offering their apples at a very low price. He told us he didn't have to pay for them until the next year. Since then we have never hired help to pick up cider apples.

Each year, including last season, we have had hundreds of bushels of good apples on the ground, but it does not pay us to hire help to pick them up. The deer like them, and they're welcome to them.

According to all the market reports and conditions in my own orchard, there was no apple shortage last fall. Perhaps he is running out of suckers.

Bernardsville, N.J.

Walter A. Jockers

AMERICAN FRUIT GROWER

# Kill mites

IN MINUTES • FOR WEEKS

This season you can control mites, pear psylla and codling moth with ethion, the new, fast-acting, highly effective miticide-insecticide. Ethion combines fast initial kill with long residual action to provide effective control of all these important orchard pests: codling moth, European Red mite and two-spotted mite on apples; the same complex plus pear psylla on pears; red mite and two-spotted mite on peaches, plums and

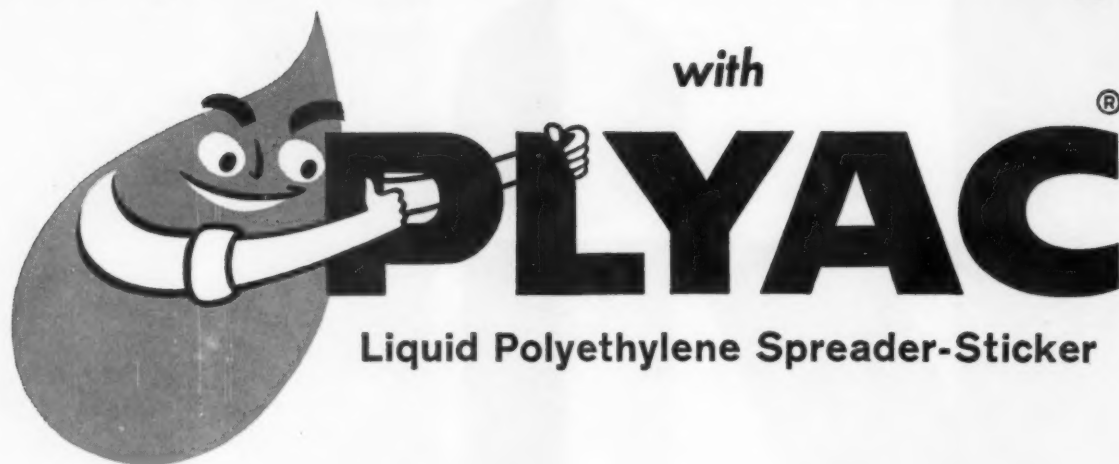
prunes; grape leafhopper, two-spotted mite and Willamette mite on grapes; and for lecanium scale on plums and prunes. Harmless to foliage, ethion can be used with safety on all varieties except Wealthy and Melba apples. Ethion is tailored to your orchard program—an excellent summer miticide, it provides extra protection against codling moth—for fast action and long protection, see your dealer now for ethion.

## ethion

TECHNICAL CHEMICALS DEPT., NIAGARA CHEMICAL DIVISION, FOOD MACHINERY AND CHEMICAL CORPORATION, MIDDLEPORT, N. Y.



# Each Cover Spray Will Stick and Stay



## READ HOW ALLIED CHEMICAL'S AMAZING PLYAC CAN HELP YOU CUT SPRAY COSTS BY MAKING YOUR SPRAYS WORK BETTER

Plyac saves you money because it helps *all* your sprays stick better . . . last longer—even in rainy weather when most sprays tend to wash off easily.

Plyac saves you time and work, too! You do *less re-spraying . . . stretch the time between sprays.*

Plyac Spreader-Sticker is a non-oil type product in easy-to-use liquid form. Can be added to wettable powders, sprays and emulsifiable concentrates. You need only 2 to 4 ounces for every 100 gallons of spray mixture.

For more effective pest control from your cover sprays this season—be sure to add Plyac.

## FOR YOUR COVER SPRAYS

To get healthier looking, better priced fruit . . . use these dependable General Chemical Orchard<sup>®</sup> Brand products . . . and remember to add Plyac for maximum effectiveness!

TDE for Red Banded Leaf Roller and other pests. Available as 25% TDE Emulsifiable Concentrate and 50% TDE Wettable Powder.

GENITOX<sup>®</sup> DDT for Codling Moth, other major insects. Available as 50% and 75% DDT Wettable Powders.

TEDION for mite control right up to harvest.

Also: Malathion, Lead Arsenate, Ovex, TEPP, Parathion and such fungicides as Phygon Wettable Powder, Micro-Dritomic<sup>®</sup> Sulfur and Ferbam Wettable Powder.

*Serving Agriculture  
from Coast to Coast*



**GENERAL CHEMICAL DIVISION**  
40 Rector Street, New York 6, N.Y.



Max Tharpe

Another view of NAI's Juicy Boy, glowing with that satisfaction that comes from a big, juicy bite of apple.

# NAI Gets Ready for ITS NEXT BIG STEP

**Its aim: To give more aggressive national leadership; work more effectively with regional members**

**By R. T. MEISTER**

*Editor*

ON Tuesday, June 13, apple growers will begin to arrive at Burlington, Wis., for the 26th annual meeting of National Apple Institute. Although the program is much the same as in previous years, there the resemblance ends. NAI has updated its thinking, and will present a new look and new ideas to its membership.

This new state was brought about by some intensive soul searching and some hard knocks from member associations. It is a tribute to apple industry leaders that these hard knocks did not tear NAI asunder. Instead, a new and clearer understanding of NAI's aims and purposes resulted, and a more effective relationship between the national group and its state and

regional members and individual growers is being created.

As part of its new program, all interested apple growers are invited to this year's meeting at Brown's Lake Resort in Burlington. NAI annual meetings are primarily working sessions of delegates from member organizations. In previous years, attendance was purposely kept small with the idea that more could be accomplished by smaller working sessions. This year, all growers may take part in the discussions and activities. Voting, of course, will be restricted to the delegates.

NAI's inherent strength lies in the fact that it is grower conceived, grower oriented, and grower controlled. Apple growers have found that they need their own organization to protect their interests in the marketplace and in the halls of Congress.

NAI is the effective national voice of the apple growers of America.

One of the reasons for NAI's emergence on the national scene as a strong commodity group has been its strong regional membership. Washington and Michigan led the way in the early years with state apple advertising laws which established the principle that all growers should bear the load of organized industry promotion and research.

But in some states it was a long pull to convince growers that it is difficult, if not impossible, to collect sufficient money for organized programs on a voluntary basis. There is always a sizable number who will not contribute and the fact that the "free loaders" gain as much benefit as those who dig into their pockets does not create confidence.

*(Continued on page 30)*

# QUALITY PEACHES...

## from the hills of Southern Ohio

**Irrigation helps the four Richards brothers produce tree-ripened peaches buyers never refuse**

By **ELDON S. BANTA**  
Ohio State University, Columbus

**T**HE hills of Jackson County, Ohio, are not generally considered ideal for growing peaches. While elevations provide orchard sites with excellent air drainage and freedom from frosts, lack of soil moisture in dry years is a real hazard. If supplemental irrigation can be applied when needed to such hill sites, crops of very high quality peaches can be produced.

To illustrate what can be done in this area let's turn to the Richards Brothers Fruit Farm near Thurman in the southeastern corner of the county. The Richards family has for many years distinguished itself in the production and marketing of high quality apples. The four Richards brothers—John, Elson, Elmer, and Dale—are largely responsible for the operation of the farm, although their father, Virgil Richards, last fall picked an average of 40 crates of apples a day, and at the youthful age of 82.

Eight years ago the Richards brothers decided to venture into the growing of peaches on a modest scale. One of the deciding factors was the water they had available for irrigation from two ponds they had recently built covering about  $1\frac{3}{4}$  acres. The ponds were primarily for supplying water for spraying the Richards' 75 acres of apples, but there was far more water than needed for spraying.

The brothers reasoned that if this water could be put to some profitable use, as irrigating peaches, they might be able to boost their orchard income. From the few peach trees they had grown in previous years, they knew that quality would be no problem if they could get water to the trees when they needed it.

They knew, too, that no great market problem would exist so long as they were able to produce and sell a quality product. Their success with apples was evidence of this fact.

The Richards brothers now have in production some 1500 peach trees planted on a nearly ideal 15-acre site.



John Richards picks some choice Erly-Red-Fre peaches directly into the basket that will go to market. Tree-ripened peaches are delivered in the baskets to chain stores daily. This type of store-door delivery bypasses the warehouse which helps to prevent fruit damage from handling.

The original trees were set 18x20 feet. In future plantings 20x25 feet will be used because of the large size trees attain under their growing methods. The varieties they grow are Erly-Red-Fre, Redhaven, Golden Jubilee, Halehaven, Hale Harrison Brilliant, Elberta, Rio-Oso-Gem, and some new ones for trial.

The Richards installed and first used their irrigation system on peaches in 1957. This was an extremely dry year in southern Ohio and many peach growers in the area harvested only a portion of their crops because of small size and poor quality. The Richards, however, harvested and sold one of their largest and best crops at premium prices. They were able to do so with three 1-inch irrigations.

The Richards also had a good comparison in their own orchard. Because they did not have enough pipe, a few trees at one end of the orchard received no water. Not a peach was picked from these Redhaven trees

because fruits were too small and of inferior quality.

Irrigation was started just after the Erly-Red-Fre season in July. Two additional water applications were made in August on later varieties such as Halehaven and Elberta.

Cost-wise, the Richards have invested only about \$3000 in their irrigation pump, aluminum pipe, and sprinklers. The C.M.C. Rainmaster 10-20 pump operates from a tractor power take-off and delivers about 300 gallons per minute.

There are about 2000 feet of 4-inch main line plus another 2000 feet of 3-inch lateral lines in the orchard on which the 30 sprinklers are spaced every 30 feet. The Richards use Rain Bird low-angle under-tree sprinklers and Wade-Rain Latch-O-Matic aluminum pipe couplings.

During irrigation the pipe is laid out in every other row, thus making laterals about 40 feet apart. Each sprinkler is designed to water a diameter of 60 feet so there is some over-





Ponds on Richards Brothers Fruit Farm are used for irrigation and spraying. The packing house and storage are shown in background.

Load of tree-ripened peaches just picked and ready to load on the truck for market. About 90% of the crop is delivered to chain stores.



Early-Red-Fre peaches in 5-pound paperboard baskets are ready for the early market. They may be delivered a few hours after picking or held in cold storage overnight. The Richards spend about \$5000 a year on packaging materials, use mostly 5- and 6-pound containers.

lapping of water. The Richards feel this is important in order to offset any wind or tree interference. They believe that a little extra water in a few spots is better than missing any areas.

From one and one-half to two hours are required to apply 1 inch or a little more before the pipe is moved to a new setting. To completely cover the orchard takes about 25 hours of continuous operation. This involves six or seven pipe settings, largely because of some short rows of trees.

The 1958 season was wet so no irri-

gation was necessary. In 1959 three irrigations were again made to the 15 acres of peaches, and during the 1960 season two waterings were made. The Richards feel that the increase in both size and quality of the 1957 crop resulting from irrigation brought sufficient increase in price and returns to cover the cost of the irrigation equipment.

Operation and maintenance costs will be easily covered, and more, too, by each water application that may be needed from now on. The brothers, however, are quick to point out that irrigation is not easy and some-

times requires round-the-clock work. They further emphasize that irrigation does not solve all problems and is most valuable only when all other growing operations are performed to the best of the grower's ability.

One of the important considerations in any fruit planting is selection of a site which is likely to result in as little frost damage or winter injury as possible. The Richards' peach site is located on a high ridge with slopes extending into deep valleys on both sides. Cold air drains quickly from the orchard.

After the winter of 1958-59, when many Ohio orchards suffered severe winter injury to both buds and wood, the Richards' peaches came through

with a bountiful crop. Only slight winter injury occurred in this orchard partially due to the well-drained site and partially to the cultural program followed.

Control of such pests as peach tree borers, Oriental fruit moth, plum curculio, and brown rot must be complete if quality fruits are to be harvested. In the Richards orchard the Ohio Extension Service and Experiment Station recommendations are followed, but often with modifications to fit some special need.

For instance, Guthion was used in the 1960 season in several cover sprays to replace parathion and diel-drin. Insect pests and mites were successfully controlled. Eight or nine spray applications are needed each year, especially on late varieties.

The Richards peach orchard is of necessity maintained in sod to prevent soil erosion. This requires some adjustments in fertilizer applications from year to year in order to maintain both a good sod and adequate tree and fruit growth. In March each year the orchard receives a broadcast application of 12-12-12 fertilizer at about 400 pounds per acre.

From two to three weeks after bloom, when the potential crop can

(Continued on page 24)

# APPLES

## Irrigating on a Slope

**D**O you have a slope on your head ditch that makes your irrigation water difficult to regulate? George Johnson, of Provo, Utah, had such a problem. On 5 acres of Golden Delicious and Double Red Delicious apple trees he had a head ditch that ran on an 8% grade with the last 120 feet dipping down to a 20% grade. Every watering turn kept him glued to the 5 acres of trees to keep the water from running wild.

Then he saw a Lucerne valve his neighbor had on his lawn. He got to thinking, "Why wouldn't those work to distribute the water on each tree row?"

He asked the soil conservation representatives about the problem. They looked the situation over and said, "Nope, it won't work, you've got too much grade. Your pipeline wouldn't stand the pressure. If you put a regulating valve where the steep slope begins, it might work."

**George wasn't convinced**, so he decided to go ahead anyway. Here's what he did: He headed the field with a 12-inch cement pipe. The pipe was purchased in 3-foot sections with tongue and groove joints.

Each pipe that headed a tree row was equipped with a 6-inch standpipe 14 inches high. The main pipe was laid under 12 inches of soil. Standpipes extruded about 6 feet from the last tree row and 2 inches above the ground. A 10-foot roadway was left beyond the valves to permit turning with machinery.

A fine grout of half screened sand and half cement was applied by hand to the tongue of each 12-inch pipe, and the joint was pushed together. Johnson used a scrubbing brush tied to the end of a stick to clean off the excess cement inside the pipe and to smooth the joint.

The outside of the joint was secured with a 1-inch-thick grout collar which extended about 3 inches on either side of the joint. The joints were then covered with a wet burlap, and the line was left open for about 10 days while the cement cured.

The outlet ends of the standpipes are bell shaped, so the valve was set down into the bell and secured with 1 inch of grout. The sand used in this mixture was quite coarse to provide sufficient strength to withstand the pressure.

**Johnson ran the line 450 feet.** When he made his test run on the water, the pressure was so great on the steep grade that it blew one of



George Johnson adjusts the valves only once, at the beginning of the irrigating season.



A Lucerne valve is easy to adjust. The working parts are made of brass which won't rust.



Bonnet set down over the valve allows water to flow out evenly, prevents it from spraying.

the standpipes out of the 12-inch pipe, and before he could get it shut off he had water washing all over the place. He began to think that the soil conservation boys were right.

Then he had another idea. He secured the standpipes on the steep grade by pouring 6 inches of concrete,

made with 1/4-inch aggregate, around the stands and down over the 12-inch pipe.

When the next test was made, there were no leaks and the system worked perfectly. When the soil conservation representatives examined it, they said it worked as well as any system they had seen.

A bonnet was slipped down over each Lucerne valve to eliminate the spraying out of the water over a wide area. Also, the valve can be easily adjusted without using boots to keep from getting wet. The bonnets are made of 14-gauge sheet metal with an 8 1/2-inch diameter.

They were capped, and a 4x4-inch hole cut in two sides to allow the water to run out freely and to provide sufficient room to reach in and adjust the valve. Johnson set the 8-inch-high bonnets down 2 inches onto the standpipes. He secured them on the inside with 1/2 inch of grout which connects them to the standpipe. One adjustment of the valves at the beginning of the irrigation season is sufficient for the entire season.

The end of the line is equipped with a gate which can be opened to flush out any debris, mud, or sand that may accumulate in the line. However, the intake end is screened to prevent the entrance of most of this material.

Lucerne valves are obtainable in 4-, 6-, and 8-inch sizes. The size of the standpipe determines the size of the valve that is used.

Johnson has sufficient pressure on his line to allow the use of a 6-inch valve. When he completes installation on the flatter areas of his orchard, he plans to use an 8-inch valve with a 15-inch main line.

The valves are manufactured by Waterman Industries, of Exeter, Calif. They retail in the Provo area for \$2.75 each for a 6-inch valve. Johnson figured the cost of the materials and the installation at about \$1 per running foot, and the Soil Conservation Service, whose representatives were skeptical at first, paid half the cost.—Melvin Miner.

## The Key to the Secret?

*Editor's Note: Are minor elements the secret to production of russet-free Golden Delicious? W. W. "Tubby" Magill, extension specialist in horticulture at University of Kentucky, raises this provocative question.*

**A**COUNTY AGENT asked me recently in a letter if using pond water for spraying would cause russetting of Golden Delicious apples. He commented at the end of the letter that a certain grower in an adjoining county saw a man filling his spray



# CYPREX TAKES THE WORRY OUT OF SCAB CONTROL... SUMMER AND WINTER



*CYPREX protects against secondary  
scab all summer...eliminates the threat  
of pinpoint scab in storage*

When you stay on a CYPREX® schedule all season long, you control scab from green tip right through storage!

#### **Cyprex controls scab in all situations**

A CYPREX schedule controls *primary* scab early in the season... acting both as a protectant and an eradicant. *Then...* two ounces of CYPREX per 100 gallons in cover sprays controls any *secondary* scab threat you may have in your orchard...all summer long. *And,* the protection of CYPREX lasts all winter, too — if you choose to store that long. Your crop will be protected against *pinpoint* scab in storage when you stay on a CYPREX schedule...no matter how many late-season rains you may have.

#### **Cyprex protects your crop... even in the worst weather**

CYPREX has a built-in sticker that helps it resist weathering and keeps a tough fungicidal barrier on fruit and foliage. CYPREX also enters leaf tissue, and protects against scab "from the inside out." Result: CYPREX takes the

worry out of scab control in any weather.

With its built-in wetting agent, CYPREX improves the wettability (and thus the control) of insecticides and other fungicides used in the spray mixture.

CYPREX does *not* encourage mildew, as some commonly-used fungicides do. However, if you run into a real mildew problem, add a mildew fungicide as recommended by your local authorities.

#### **New for '61: Protectant rate cut in half**

Because of its remarkable record against scab, CYPREX has been accepted by the USDA for protectant use at the new low rate of  $\frac{1}{8}$  to  $\frac{1}{4}$  lb. for cover sprays up to 7 days from harvest. This means you pay *no more* for a protectant schedule with CYPREX — the best scab protection you can buy — than for a so-called "low-cost" fungicide.

*CYPREX protection costs only about 30¢ a hundred at the  $\frac{1}{8}$ -lb. rate in cover sprays.*

*Free leaflet* — Complete information for use of CYPREX on

apples, pears, cherries. Send for leaflet PE-5061: CYPREX 65-W. American Cyanamid Company, Agricultural Division, New York 20, N. Y. ©CYPREX is American Cyanamid Company's trademark for its dodine fungicide.



Available in 2½-lb. bags and 25-lb. cartons.

*The label instructions on Cyanamid products, and on products containing Cyanamid ingredients, are the result of years of research and have been accepted by Federal and/or State Governments. Always read the labels and carefully follow directions for use.*



CYANAMID SERVES THE MAN WHO MAKES A BUSINESS OF AGRICULTURE



**We think that you  
will never see  
Sprinklers better  
engineered than these!**



## RAIN BIRD

**Sprinklers which  
gently water trees  
Assure lush fruit  
... with farming ease!**

RAIN BIRD sprinklers are engineered for fruitful irrigation with a minimum of care and maintenance. Both over-tree models and under-tree sprinklers are designed for scientific water penetration of soil without waste or soaking.

There's a Rain Bird sprinkler engineered to meet your particular requirements. See your dealer or write for free literature.

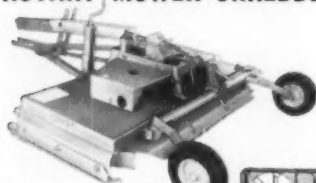


**NATIONAL  
RAIN BIRD SALES  
& ENGINEERING CORP.**  
627 N. San Gabriel Ave.  
Azusa, California

**RAINY  
SPRINKLER SALES**  
Division of  
L. R. Nelson  
Mfg. Co., Inc.  
609 W. Lake St.  
Peoria 5, Illinois

*for the Fastest, Low Cost Job!*

## WOOD'S 80 ROTARY MOWER SHREDDER



**ALL-JOB MODEL 80**  
2 blades cut 6-2 3 ft. swath  
Covers 4 acres per hour



**The most used machine on your farm!**

High speed pasture clipping—fine mowing—  
straw and stubble shredding—brush clearing.  
Big jobs, small jobs... spring, summer and  
fall, your all-purpose Model 80 is never idle!  
Built rugged—for the toughest job!



**MODEL 42**  
1 blade, 3-1/2 ft. cut



**MODEL 61**  
2 blades, 5 ft. cut



**MODEL 60**  
1 blade, 5 ft. cut



**MODEL 80**  
2 blades, 6-2/3 ft. cut

30 Wood's models to choose from  
One, two and three blades—mounted and pull type

**WOOD BROTHERS MFG CO.**  
26106 South 4th Street Oregon, Illinois

tank from a pond and remarked, "What else could he expect but to get russet from that type of water."

Knowing both the county agent and the grower who made the comment about using pond water caused me to do more thinking than I normally do in a 24-hour period.

The grower, who disapproved of the use of pond water, as I recall, gets his water for spraying from an old quarry where some kind of metal was quarried years ago. I have visited his orchard many times and have found that he has one of the best finishes on Golden Delicious and other varieties that I have even seen.

And thinking about fine finishes I remembered that an amateur grower from central Kentucky has taken the grand sweepstakes prize for the past two years for the most attractive bushel of apples at the Kentucky State Fair—Golden Delicious which really had a finish. He used the same spray schedule that most of our Kentucky growers use. Why does he get this extra "super duper" finish?

Thinking backwards, some 20 years ago I helped an orchard manager get a better job managing another orchard. He got the job because of the high finish of fruit he was able to put on the market each year. Yet at his new location, 50 miles away, he always raised russeted fruit even though he used the same spray schedule he had previously used.

What I want to know is, could there be a correlation between the type of water used and the finish that we get at harvesttime? Could there be some minor elements in some sources of water that are responsible for the finish that we find on tender-skinned varieties such as Golden Delicious?

I have never seen anything in literature indicating that the source of water has anything to do with the finish of apples. However, as fruit growers, we are familiar with the fact that some people are able to raise Golden Delicious with a good finish—for example, the whole Northwest—while others are raising Golden Delicious with russet.

I know of some new Golden Delicious orchards that bore apples the second year. These were never sprayed and yet they looked like Roxbury Russet. Is some trace element in the soil responsible?

Perhaps among AMERICAN FRUIT GROWER readers someone can give us the answer.

### Evaluating Bin Pallets

A REPORT on bin pallets has just been released by USDA's Forest Service. Entitled *An Evaluation of Eleven Bin-Pallet Designs*, the report gives the results of two weath-

ering cycles and six rough-handling tests on 11 different designs of Washington state apple bin pallets.

Free copies are available from Forest Service, USDA, Madison 5, Wis.

## PEARS

### Kieffer for Baby Food?

THANKS to research conducted by Clemson College department of horticulture, the nation's food processors may soon be using South Carolina pears for baby food puree. Research has shown that, contrary to former beliefs, some of the southeastern pears such as the popular Kieffer variety and others, can be used quite satisfactorily for baby food puree.

Before any pear can be used for baby food, it must be low in stone cell content or grittiness. Now, by a simple screening process, large stone cells can be easily removed from the fire-blight resistant varieties grown in South Carolina and other southeastern states.

However, additional information must be obtained before this process can become a commercial reality.

## CITRUS

### "Guinea Pig" Trees

THE first study of smog's effect on citrus trees in a commercial orchard is underway in Upland, Calif. Dr. C. Ray Thompson, head of an air pollution research team at University of California, Riverside, said the Upland site, in the Walter V. Moffitt lemon orchard, was chosen for the experiment because the area has a full range of typical air pollutants suspected of causing damage to citrus orchards.

Twenty-four specially-designed



Dr. C. Ray Thompson, head of the smog study, examines plastic house at Upland, Calif.

AMERICAN FRUIT GROWER



## TRITHION®...SUMMER MITE FIGHTER PLUS

Summer sprays of TRITHION insecticide-miticide control mites on a wide variety of fruits. They also control certain insects.

In apple sprays, TRITHION controls two-spotted mite, European red mite *and* codling moth. Applications may start with the fourth cover spray, or when leaves have matured. In semi-arid areas, earlier applications are safe and effective.

On stone fruits, summer applications of TRITHION control mites, aphids and scale insects. TRITHION is also highly effective against aphids and two-spotted mites on strawberries,

and against mites, aphids and scale insects on walnuts. Furthermore, it's effective against mites and leafhoppers on grapes.

Under West Coast conditions, post-harvest applications of TRITHION keep deciduous trees in good condition during the late summer and early fall period. Overwintering populations of aphids, leafhoppers, scales, mites and mite eggs are greatly reduced.

For further information, see your dealer or write to Stauffer Chemical Company, 380 Madison Avenue, New York 17, N. Y. or 636 California Street, San Francisco 8, Calif.



© Stauffer's Reg. T.M. for an insecticide-scaricide.



plastic houses, each covering one tree, will be used in the unique outdoor study. The houses are 12 feet square, 13 feet high, with quonset-type roofs.

**Electrically operated blowers** will change the air inside the houses twice a minute to prevent overheating of trees and to bring in "natural" outdoor pollutants. Elaborate metering devices will control the inflow of both natural air and selected smog compounds.

The "guinea pig" trees will receive air containing various amounts of fluorides or oxidants, or mixtures of both. Other trees in the same kind of plastic houses will receive outdoor air with whatever pollutants it contains.

Careful comparisons over a five-year period will determine what smog compounds are causing damage, if any, to trees. The research is being financed by funds totalling over \$300,000 which have been received from industry, farm, and governmental organizations.

## CHERRIES

### Chemical Loosener

**S**WEET CHERRY growers may soon be able to use mechanical

harvesters to pick the portion of their crop going to the processors. About 40% of the nation's sweet cherries is made into Maraschino cherries and 20% is canned or frozen.

What has made mechanical harvesting feasible is the development of chemical looseners that separate the fruits more easily from the trees during the shaking process. Particularly in the case of Maraschino cherries, which are harvested several days before they reach full maturity, the chemical looseners have been a boon.

According to tests at Michigan State University, the most effective loosener (an experimental compound developed by Upjohn Co., Kalamazoo, Mich.) increased recovery of immature Napoleon cherries from 53 to 59%. When applied to immature Windsors, the material increased recovery from 62 to 82%.

Cherries that are picked for canning and allowed to reach full maturity also responded to the treatment. Schmidt cherry recovery increased from 81 to 90%.

A still better chemical, or a more effective concentration of the one now being tested, should solve the recovery problem which now stands in the way of mechanizing the harvest of sweet cherries.

## BERRIES

### New Cranberries

**B**ERGMAN, Franklin, and Pilgrim are the names of three new cranberry varieties recently released by USDA and Massachusetts Agricultural Experiment Station. All three are resistant to leaf hopper which spreads false blossom virus disease.

Limited quantities of propagating stock are available from Massachusetts Cranberry Station, Wareham.



Courtesy: Implement & Tractor

### RIDE-A-ROW STRAWBERRY HARVESTER

Oregon strawberry grower, J. H. Olson, on his chest-operated Ride-A-Row crop harvester. Operator straddles machine, resting on seat and knee pads, leans forward against automatic chest support that engages power. Both hands are free for planting, weeding, or harvesting. Each of the two rear wheels is powered with 12-volt electric motor with 100-ampere battery.

## new... for orchard mowing

safer . . . faster . . . easier mowing

**mott**  
HAMMER KNIFE  
MOWER

New—trail-type mower for use on all pin-type tractor hitches. Available in 5 and 6 ft. models for center drawn or with 27" offset to the left. Large offset permits easier mowing under drip of trees. Large wheels carry mower over rough terrain and also simplify transport. Cutting height of  $\frac{3}{4}$ " to 8" is obtained by wheel adjustment with hand crank. Designed also to accept industry standard, remote control, hydraulic cylinder.

### Regardless of conditions —

MOTT Hammer-Knife mowers cut and shred tall grass and weeds into fine mulch. Deposited right where they are cut, they hold moisture and condition the soil with natural humus for greater yields. Minimize soil erosion, too! The unique flail-type cutting action is *safe!* There's virtually no danger of flying sticks, stones and other debris!



\* Other MOTT models available for 3-Point Hitch, Snap-Coupler and Fast-Hitch mounting. See your local MOTT dealer for an unbelievable demonstration . . . or write for detailed information.

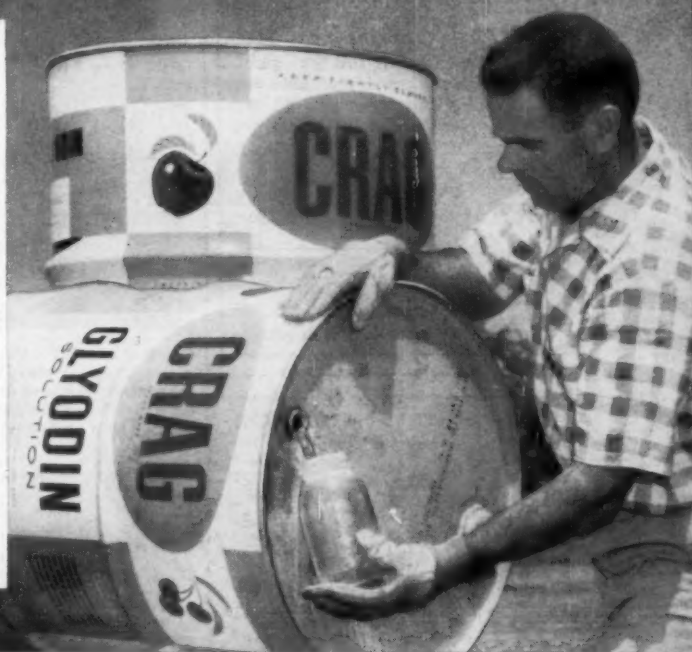
**MOTT CORPORATION** • 500 Shawmut Ave., LaGrange, Ill. Address Mail To: P.O. Box 278-13, LaGrange, Ill.



# ANOTHER FIVE-YEAR TEST SHOWS TOP APPLE YIELDS WITH **GLYODIN** FUNGICIDE

**Yield of McIntosh Apple Trees  
Sprayed with Various Fungicides**

Treatment	Bushels per Tree Average 1956-60	% Increase Over Sulfur
<b>GLYODIN</b>	<b>31.1</b>	<b>30.1</b>
Fungicide A	30.0	25.5
Fungicide B	28.4	18.8
Fungicide C	27.1	13.4
<b>SULFUR</b>	<b>23.9</b>	<b>—</b>



**Look at the results** of this five-year comparison of McIntosh apple production. You will quickly see that high yield is one of the many ways Glyodin pays. For full information on this orchard-size test by a Northeastern experiment station, write to Union Carbide Chemicals Company.

**Glyodin** gives excellent scab control along with control of summer diseases. A Glyodin schedule also suppresses mites and tends to increase the effectiveness of insecticides used with it. Glyodin spreads and sticks the whole spray mix over foliage and fruit in

a thin, mild, protective film that helps you get top quality and color.

**Compare your costs** and results with other proved fungicides and you'll see that Glyodin performance saves and pays many ways. Order Glyodin today!

**UNION CARBIDE  
CHEMICALS COMPANY**

Division of Union Carbide Corporation  
270 Park Avenue • New York 17, N. Y.



CRAG and UNION CARBIDE are registered trade marks of Union Carbide Corporation.

**See your supplier now for economical, effective, reliable GLYODIN**

## Profits and Production DEPEND ON THE TREES YOU PLANT

- BUD SELECTION
- TRUE-TO-NAME VARIETIES
- PROVED and PROFITABLE

The Greening Nursery Company, one of the leaders in bud selection, have for over 100 years given all growers the benefit of their research and improved strains which mean greater orchard profits.

### AGENTS

Earn extra money, full or part time. It's pleasant and profitable to sell Greening nursery stock. Write us today for all of the details.



Send 10c to cover postage for the Greening 40-page color catalog.

**THE GREENING NURSERY CO.**

P. O. Box 605, Monroe, Michigan

COMPACT, PORTABLE, NO PRESSURE TANK



New patented spray principle atomizes liquids completely, uniformly.

Amazing new spray penetrates deep, covers completely—controls insects, weeds and diseases. An airborne mist of chemicals gently envelopes each leaf and stem—even in dense foliage. Chemicals cover more surface area—there's no wasteful run-off. Spray any emulsified liquids or wettable powders without clogging.



Sprayfoil Corporation  
222 W. 82nd St., Dept. 2F, Minneapolis 20, Minn.  
Please send information on:

- ☐ Sprayfoil\* Utilitaire Sprayer  
☐ Spray Gate ☐ Field Sprayer

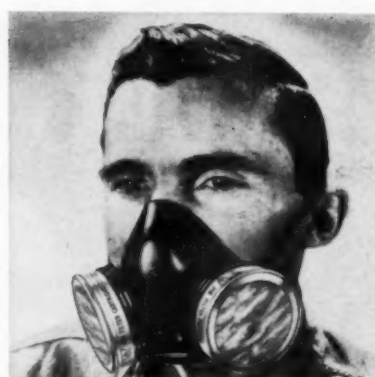
Name \_\_\_\_\_

Address \_\_\_\_\_

# SPRAY...with SAFETY



**HOW TO MIX CHEMICALS SAFELY**—Read the label. Read it again. Wear proper protective clothing. Minimize drifting of wettable powders when they are emptied into spray tank. Remove screen on tank when adding pesticides.



**RESPIRATORS NEED SPECIAL CARE**—Follow manufacturer's directions in changing filters and cartridges. Remove filters and cartridges and wash respirator with soap and water after each use. Make sure that respirator fits properly.



**STORE PESTICIDES CAREFULLY**—Store pesticides in locked room or cupboard away from children, food, medication, and animal feed. Keep chemicals in labeled container and tightly closed. Burn or bury used containers 3 to 4 feet deep.



**WATCH OUT FOR DRIFT**—If spray drifts may harm your neighbor's crop: 1) Work with him, try to appreciate his problem; 2) adjust your spray schedule; 3) spray when drift is not a problem; 4) use equipment that minimizes drifting.



**SPRAY WITH THE WIND**—Read the label. Wear protective clothing. Always spray with the wind. Bathe after spraying or dusting. Change clothing and wash spray clothing. If you feel ill, contact a doctor. This can save your life.



**READ THE LABEL**—Do not use pesticide if your crop is not listed on label. Do not exceed dosage or apply more often than recommended. Do not spray earlier or nearer to harvest than recommended. Follow safety precautions.

**AMERICAN FRUIT GROWER'S Spray Safety Chart**—on heavy enamel stock suitable for posting in your spray shed—includes illustrated information on Spraying with Safety together with a list of recommended respirators and emergency medical information. Send 50 cents for your copy to **AMERICAN FRUIT GROWER**, Willoughby, Ohio. Order your Spray Compatibility Chart at same time for only 25 cents additional (total 75 cents).



By HENRY BAILEY STEVENS

**Catbirds in the Orchard** "THE liquid notes of a catbird used to pour forth from a nest in the highest fork of the Willow Twig apple tree near our kitchen," writes John B. Behrends, Glendale, Calif. "Often the singer would stop abruptly to drop down to the raspberry patch or a cherry tree.

"Climbing once to its nest, I found sticks, weed stems, string, and strips of bark all laced together to form the round structure and an inside lining of fine rootlets—a marvelous and compact home for the greenish blue eggs. The parent birds denounced me with rasping notes, flying back and forth above my head.

"Catbirds like to skulk through thickets and are often found in berry patches near streams. We

often hear them mewing like a cat, hence their name. Our shepherd dog used to prick up his ears trying to locate this feline sound. I once heard a male catbird putting some bluebird notes into his song, apparently for the benefit of a nearby bluebird nest."

**Rasmussen Retires** FRUIT growers throughout New Hampshire—and many other states in New England—will be missing E. J. (Ed) Rasmussen's straight-from-the-shoulder, always friendly and generous but always honest, advice. He is retiring June 30, 1961, as extension horticulturist at University of New Hampshire, Durham.

Ed was born in Marquette County, Wisconsin, in 1892. When he was about 10 years old his folks took a home seekers' train on the Great Northern out to the Wenatchee Valley—one of those trains where the car had a stove up front on which each family could cook its own meals.

At that time Wenatchee was hardly operating a quarter of the land which it now has in apples. His father helped



Rasmussen

to build the high-line ditch which meant so much to the industry, and in 1914 contracted to do similar work in the Okanogan Valley. Ed, therefore, saw a lot of the Washington state apple development firsthand.

He went back to Wisconsin, and worked his way through University of Wisconsin to get his B.S. degree. In 1927 he came to University of New Hampshire as graduate assistant in horticulture, working particularly on spray programs. After getting his M.S. degree he continued with both research and extension work under the tutelage of Prof. G. F. Potter.

From 1936 to 1946 Ed was at Michigan State University, but when the position of extension horticulturist became open at University of New Hampshire, the demand for his return on the part of the state's apple industry was insistent.

He has been traveling up and down orchard rows in New Hampshire ever since, watching vigilantly for not only all insect and disease menaces but studying all the various problems which fruit growers have to face.

The kind of devotion which he has given warms the hearts of all who have had contact with him.

Address your "Windfalls" contributions to Henry Bailey Stevens, AMERICAN FRUIT GROWER, Willoughby, Ohio.

## HERE IS FINE QUALITY AT REASONABLE PRICES

Write for details of our full line



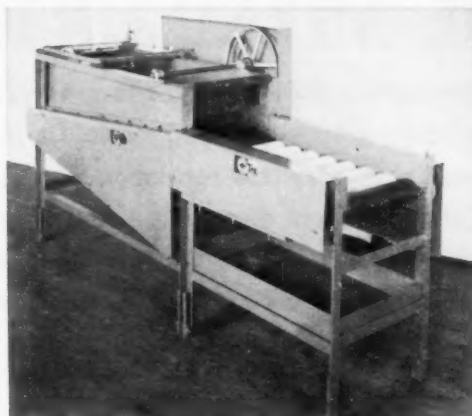
24" size less motor \$1314.00 F.O.B. Factory

### TEW MARKET-MAKER® APPLE-PEACH WASHER & ABSORBER

15 nylon anti-clog washer brushes. 7 small diameter 4" non-bruising sponge do-nut rolls, plus one firm rubber non-gouging discharge roll. Free turning absorber rolls removable in 60 seconds time. A size for every grower.

### TEW MARKET-MAKER® APPLE WASHER & POLISHER

All steel construction. Has 15 spiral saran washer brushes and 15 saran polisher brushes. Apples leave polisher dry and shiny. A size for every grower's packing machine. One motor runs both units.



24" size less motor \$1174.00 F.O.B. Factory

TEW MANUFACTURING CORPORATION — FAIRPORT, N. Y.





## PRE-MIXED ORTHO® CUSTOM BLENDS

**"ORTHO Custom Blends reduce inventory, and there's not nearly as much waste from spilled materials,"** says grower Ray Grammer of Carbondale, Illinois. **"We've been using ORTHO Custom Blends for a year now. They're a real labor saver. I'd say we get out about 2,000 more gallons a day by not having to do our own measuring and mixing."** **ORTHO Custom Blends save time and labor, speed up spraying—because they're pre-mixed. A few minutes is all it takes to open a bag and put it into the tank. There's less spillage, no waste or messes. Handy single bags of ORTHO Custom Blends cut down inventory, save warehouse space. No need to store several packages, various shapes and sizes.**



## MEAN LESS WORK, NO GUESSWORK

**"ORTHO Custom Blends take a lot of the work and worry out of spraying operations,"** says Gary Fitch, farm manager, Sun Orchards, Burt, Niagara County, New York. "Every hour counts in a spray operation. ORTHO Custom Blends save at least 20% of filling time and — more important — there's no worry about mistakes in mixing." **ORTHO Custom Blends are exclusive formulations — combinations of insecticides and fungicides in exact proportions to suit the special needs of your crop. They take the guesswork out of crop protection because they're packaged in sizes to fit specific tanks. You can be sure of correct dosage and proportions every time.**



CALIFORNIA CHEMICAL COMPANY, ORTHO DIVISION, Richmond, Calif., Washington, D. C., Atlanta, Ga.

HELPING THE WORLD GROW BETTER

# For all crops! GORMAN-RUPP IRRIGATION PUMPS

When it comes to sprinkler irrigation systems, farmers depend on Gorman-Rupp Irrigation Pumps to get the best soil moisture content for finest yields. These are the pumps which are backed by the combined experience of more satisfied users than any other make.

Gorman-Rupp has introduced more design features, year after year—every one a result of practical field experience. Pumps are designed to match engine power for top performance—and at low operating costs.



Model  
54A-VG4D

Ask your Gorman-Rupp Irrigation Distributor about the complete package units: pump, engine, exhaust priming device, strainer—ready to go to work for you. Also pumps for belt drive and for tractor P.T.O. Or write direct.

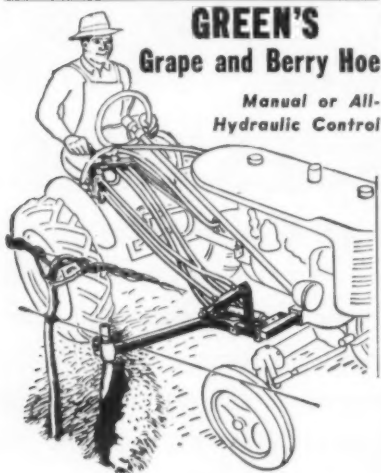
**THE GORMAN-RUPP COMPANY**  
305 Bowman Street Mansfield, Ohio  
Gorman-Rupp of Canada Ltd., St. Thomas, Ontario



## APPEACH Deluxe

Field frame, canvas covered bucket designed especially for peaches and easily bruised apples. Excellent for other fruits. Stiff front stays protect against ladder. Top large enough for picker to lay fruit in carefully. Bottom is quick release type.

**TYSON ORCHARD SERVICE**  
Flora Dale, Biglerville, Pa.



**GREEN'S**  
Grape and Berry Hoe  
Manual or All-Hydraulic Control

Green's Tractor Hoe will save you time and money. One man can do the work of many. Fits most makes of tractors.

Send for free literature.

**Howard C. Green**  
Mfg. Co.  
Portland, New York

When writing advertisers

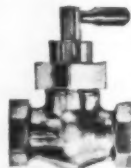
be sure to mention

**AMERICAN FRUIT GROWER**



Follow the advice of **EXPERIENCED** horticultural experts

Spray easily — Spray Thoroughly. Spray and drive your tractor — Save money with **HAMILTON SWIVEL GUNS**



**HAMILTON QUICK ACTION**  
SHUTOFF VALVE

One quarter turn of handle gives full flow. **INEXPENSIVE.** Available in  $\frac{1}{4}$ ,  $\frac{1}{2}$  and  $\frac{3}{4}$  inch.

**W. L. HAMILTON & CO.**  
BANGOR, MICH.

## THE QUESTION BOX

### HE'S LOOKING FOR THIRAM

Can you give me some sources of thiram, suggested in a recent issue for control of fruit rot of strawberries?—*Alaska.*

E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.; Pennsalt Chemicals Corp., 2901 Taylor Way, Tacoma 2, Wash.; Woolfolk Chemical Works, Ltd., Fort Valley, Ga.; Naugatuck Chemical Div., U.S. Rubber Co., Naugatuck, Conn.

### AVOID RED CEDAR CONTAINERS

Does it really make any difference what kind of wood is used in apple containers? I wanted to use some red cedar boxes in storing my apples, but a neighbor advised very strongly against it.—*Illinois.*

The kind of wood used for apple containers can have quite an effect on the ultimate flavor and appearance of the fruit. Red cedar is about the worst of the lot. Apples are subject to foreign odors, so neutral woods are best for storage.

Of coniferous varieties, white spruce is neutral and undoubtedly the best. As for deciduous trees, basswood is quite neutral but not too resistant to decay if subjected to much moisture. One or two varieties of aspen have some value. Birch is practically neutral, but, again, is of limited life under normal orchard conditions. Soft maple falls in the same category, and elm is definitely questionable.

### EUROPEAN BLACK CURRANT FORBIDDEN

What varieties of black and red currant can I grow.—*Ohio.*

It's unlawful to grow the European black currant in Ohio, as this plant is the alternate host of the white pine blister rust organism. There is an American black currant (including the Crandall variety) but this must not be confused with the European black currant. Both the American black currant and the red currant may be grown. The two recommended red currant varieties for Ohio are Wilder and Red Lake.

### NAME'S THE SAME

I've heard that Sparkle and Paymaster strawberries are actually the same variety. Is this true?—*Michigan.*

According to D. H. Scott and G. M. Darrow of USDA, Sparkle and Paymaster seem to be identical. Other recently named strawberry varieties which appear indistinguishable from older varieties are (original name given first):

Armstrong—Red Cluster.  
Dunlap—Parish.  
Midland—Crimson Flash, Adonis.  
Fairfax—Grandview, Cumberbund.  
Gem—Superfection, Brilliant.  
Howard 17 (Premier)—Polar Queen, Golden Bell.  
Robinson—Scarlet Beauty, Cardinal King.

### INTERESTED IN ROADSIDE STANDS

I'm a small fruits grower and am interested in operating a roadside business. Do you have any information regarding construction and operation of a stand?—*Connecticut.*

Yes, we have working drawings for an easy to build roadside stand available at \$2 a set, also the excellent handbook *Profitable Roadside Marketing*, which sells for \$2 a copy. Write **AMERICAN FRUIT GROWER**, Willoughby, Ohio.

**AMERICAN FRUIT GROWER**



## recognize this pest?

It's hard to find on this page . . . even harder to find when you use Tedion®

But this red mite and his summer cousin, the two-spotted mite, have whale-sized appetites. They can reduce yields, impair quality—even have an adverse effect on your orchard for next season if not properly checked. Tedion miticide applied early is the key step toward all-season mite control on apples, pears, quinces, crabapples, nectarines, apricots, cherries, peaches, plums, prunes. It's especially effective in killing young nymphs of all mite varieties—European red mite, two-spotted spider mite,

McDaniel, Canadensis, Carpini, Willamette and Pacific. And its long residual activity keeps killing them between each spray. Highly selective, Tedion is harmless to mite predators; to blooms and foliage. Tedion contains no toxic phosphates and is safer for spray operators; compatibility with common orchard pesticides makes it easy to incorporate in standard schedules. Kill mites before they have a chance at your crop. Early protection will pay off in better yields of high quality profit-making fruit.

# **tedion**

TECHNICAL CHEMICALS DEPT., NIAGARA CHEMICAL DIVISION, FOOD MACHINERY AND CHEMICAL CORPORATION, MIDDLEPORT, N. Y.

## QUALITY PEACHES

(Continued from page 11)

be determined, peach trees may receive an additional application, this time of sodium nitrate. The rate of application depends upon the crop on the tree, amount of growth made the previous season, and the general vigor of the tree. Usually each tree receives from 2 to 3 pounds of sodium nitrate at this time, but some individual trees may receive more.

**The Richards prefer** this fertilizer to other forms of nitrogen carrier because it is quickly available to the trees, thus producing a quick response in tree and fruit growth. Another advantage comes when the fruit is ripening, as less nitrogen will be available to tree roots, resulting in better color and flavor of the peaches.

Pruning and thinning cannot be

neglected in the production of quality fruit. The Richards brothers are busy at these jobs in their respective seasons. Pruning is usually completed in March, but may extend into April after bloom.

Pruning may be purposely delayed in some seasons so that the potential crop may first be determined. If the crop is light then pruning will be light, or heavier if the crop appears heavy.

All trees and varieties are hand-thinned according to their need. Early varieties are thinned first and as soon after shuck-split as the job can be done. Thinning of late varieties is usually completed by the first of July. The fruits are spaced to remain 6 to 7 inches apart on the limb.

**The brothers are convinced** that all can be lost from the best production practices if tree-ripened peaches are carelessly picked and handled.

Their experiences have proved the value of timely picking and careful handling. No buyer has ever turned down a load of Richards' peaches, and some have consistently offered them a premium price for the quality of fruit sold.

Each variety is carefully picked when fully mature or tree-ripened. A single tree may be picked-over three or four times. Pickers place the peaches directly into the basket that goes to market, usually a 5- or 6-pound cardboard basket (Container Corp. of America, Rittman, Ohio) but a few 10-pound baskets are used.

The story of the Richards brothers is one that may be duplicated in many other areas. The significance of the story is the care and understanding these men give to each aspect of their entire production and marketing programs.

THE END.

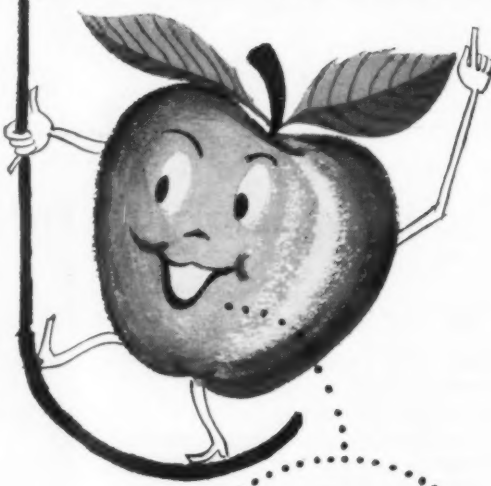
*i'm protected with...*

# GLYOXIDE<sup>®</sup>

*dry*

(70% Glyodin  
Wettable Powder)

RESISTS SCAB  
SUPPRESSES MITES  
LOW COST  
BEST FOR COVER SPRAYS  
CONVENIENTLY PACKAGED



It's<sup>®</sup>  
Micronized



**CORONA CHEMICAL DIVISION**



**PITTSBURGH PLATE GLASS COMPANY**  
MOORESTOWN, N. J.

# FRUIT-O-SCOPE

SPECIAL MARKET REPORT

JUNE, 1961

AMERICAN FRUIT GROWER

TV is more fun...with apples. This is the theme of an unusual apple promotion campaign that will be carried by TV Guide this fall...sponsored by American Cyanamid Company. Twenty-two ads will run in an 11-week series, each showing a picture of an apple and a reminder to enjoy one while watching TV. What's unusual is that this is the first time a pesticide manufacturer has ever sponsored an apple promotion. And no mention of the company's product, Cyprex, will be made.

California Grape and Tree Fruit League is urging table grape growers to support a plan to promote their product through an elected 21-man commission composed of growers and shippers. And industry-wide promotion and advertising program is desperately needed to push the state's increasing supply of fresh grapes in the face of a continuing downtrend in U.S. per capita consumption.

The newly formed, non-profit Red Cherry Export Corporation has begun its campaign to market U.S. red tart cherries in Europe. The backbone of the program is to provide samples for large European buyers and supply information on price, tariffs, and transportation.

The future may be bright for apricots in Michigan. Three new varieties now under trial show considerable promise. Some 5000 trees are being tested at 61 locations. If apricots do prove successful, they could play an important role in the state's fruit industry since their season comes between cherries and peaches, often a slack time for the processor.

But the future looks gloomy in California which produces about 90% of the apricots grown in the U.S. San Benito County Farm Advisor Roy McCallum predicts that unless a practical mechanical cutter is soon developed for apricots, the product may disappear from the markets because of labor shortage.

Does promotion pay off? You bet! A \$4-million nationwide promotional campaign for frozen orange concentrate increased sales sufficiently to bring the industry an estimated additional \$18 million in gross income...which it probably would not have received otherwise. This is the report on a study made by USDA to measure the effects of a campaign to market an unusually heavy supply of orange concentrate. The promotion was financed by producers of the product and conducted with the co-operation of Florida Citrus Commission.

What's ahead for apple producers? A. B. Burrell, leading New York apple grower, ventures a look into the future and makes the following forecast: Capital requirements for apple growing will continue to increase...workers' wages will continue to rise...more and more will be done to put apples in convenient packages...there will be a wider assortment of processed apple products with package appeal...some smaller processing plants will merge, be absorbed, or quit...custom spraying, pruning, fertilizing, etc., will slowly increase...generally the number of smaller orchards will decline.

Pick-'em-yourself strawberry harvesting is gaining favor in Dade County, Florida. Growers have found that opening their fields to the public after the commercial picking is finished means extra money in their pockets and plenty of satisfied berry lovers...who pick their own for 20 to 25 cents a quart.

Canned pears received a good publicity push recently in the story, "Pears in High Places," which appeared in Institutions magazine. The article featured uses for canned Bartlett pears in leading restaurants actually located in high altitudes. Some of the dishes: Creme de menthe pear dessert...Tarte de Poirs and Schloss Birnen...Champagne salad plate...Belle Helene.

The Teamsters Local 890 of Salinas, Calif., stole a march on AFL-CIO organizers in May by signing the first, strictly legal, labor union contract between a major farm interest and organized labor. The contract with Bud Antle, Inc., one of the nation's largest lettuce growers, provides for \$1.13-\$1.25 hourly minimum wages . . . piece rate scales equivalent to \$1.50 an hour . . . overtime and holiday pay rates . . . and a 40-hour week for field hands.



# STATE NEWS

The Business Side of Fruit Growing

## CALIFORNIA

### Dim Picture

**"T**HE total picture for realizing a profit in the freestone peach industry is not bright and there is very little prospect of its becoming brighter within the next three years," President George Crum, Winters, told members at the annual meeting of California Freestone Peach Association.



Crum

"If you are on good peach ground, have good varieties, and are getting good production, you will be able to stay in the freestone business," Crum said. "If you are not, there is very little prospect that you will make a profit in the years ahead."

Manager Charles Telford stressed the needs for a vehicle to make possible an industry wide approach to marketing goals and to raise the necessary funds. "Only through an industry marketing order," he stated, "can we hope to establish a research program for maturity studies which we need to improve our product, a market research program to achieve the best results from promotional efforts, and an industry program to develop new uses for processed freestone peaches."

## VIRGINIA

### Changing Pattern

**C**ONCENTRATION in the production of apples will continue to shift toward northern Virginia, says Dr. Howard A. Rollins, Jr., horticulturist at Virginia Polytechnic Institute, Blacksburg. By 1975, he believes, over 75% of the state's apples will be produced in orchards north of Harrisonburg.

The peach industry will also shift toward northern Virginia, Rollins predicts. This shift will be encouraged by a steady increase in the percentage of the peaches marketed through processing channels. He expects that peach production will increase slightly in the eastern part of the state as well, but continue to decline in central Virginia.

Average orchard size will continue to increase, Rollins says, and although the number of smaller or-

chards—those under 50 acres—will undoubtedly continue to decline, the smaller producer with ingenuity and managerial ability definitely has a place.

In 15 years Rollins believes the volume of apples and peaches produced in the state will increase as much as 25%. The next decade, he says, will see the last stages of the transition from fruit growing as a way of life to fruit production as a highly specialized business operation.

## GEORGIA

### Livingston Honored

**M**EMBERS of Southeastern Pecan Growers Association elected Ray Bass, Lumberton, Miss., president of their association for the coming year at their annual convention held in Savannah. Henry Matthews, Fort Valley, Ga., was elected vice



Gold Award of National Pecan Shellers is presented Ray Livingston (left) by J. Givens Young.

president and Henry Jennings, Dawson, Ga., was re-elected secretary-treasurer.

A special award was presented to Ray L. Livingston, head of extension horticulture department at University of Georgia, by National Pecan Shellers and Processors Association. Livingston received the Gold Pecan Award as the man who has done the most during the past year and in preceding years toward increasing pecan production. His work has been primarily in the field of education.

## NORTH CAROLINA

### Co-op Managers Go To School

**F**ROM May 9-11 a group of Tar Heel managers of co-operatives went back to school to study how to help farm people with marketing

### WRITE YOUR CONGRESSMEN NOW!

Proposed legislation to license users of pesticides and determine which chemicals may and may not be used is becoming a hot issue in some states. Michigan and Massachusetts, for two, have shelved such legislation for this session. But, this type of bill may be introduced again.

Unless you, as growers, are alert to the possibility, pesticides control bills may be acted upon before you are even aware of what is in the works. It is up to you, who are most deeply concerned with the use of pesticides, to see to it that your interests are properly represented in the legislature.

Let your congressmen know how you feel.

problems. The school was held for the third year at North Carolina State College under the direction of Bob Boal, marketing specialist for the extension service.

Developed by marketing specialists at the college under a national contract between the college and the Federal Extension Service, the school was requested specifically by Farmers Co-operative Council of North Carolina. Similar schools have been held throughout the nation with the help of the state college staff.

## IOWA

### E. S. Haber Dies

**H**ORTICULTURE lost one of its grand old men when Dr. E. S. Haber, head of Iowa State University's department of horticulture, died of a heart attack on March 11. Dr. Haber had planned to retire July 1 after a lifetime devoted to the advancement of horticulture.

## ILLINOIS

### Edwards Takes Over

**N**EW secretary-treasurer of National Peach Council is Robert M. Edwards, former vo-ag teacher in Waterman. He replaces Robert B. Rogers who resigned to become superintendent of Illinois Division of Markets.

Edwards is also acting as secretary-treasurer of Illinois Fruit Council and Illinois State Horticultural Society. He took over his new post at NPC National headquarters in Carbondale on May 1.



Edwards

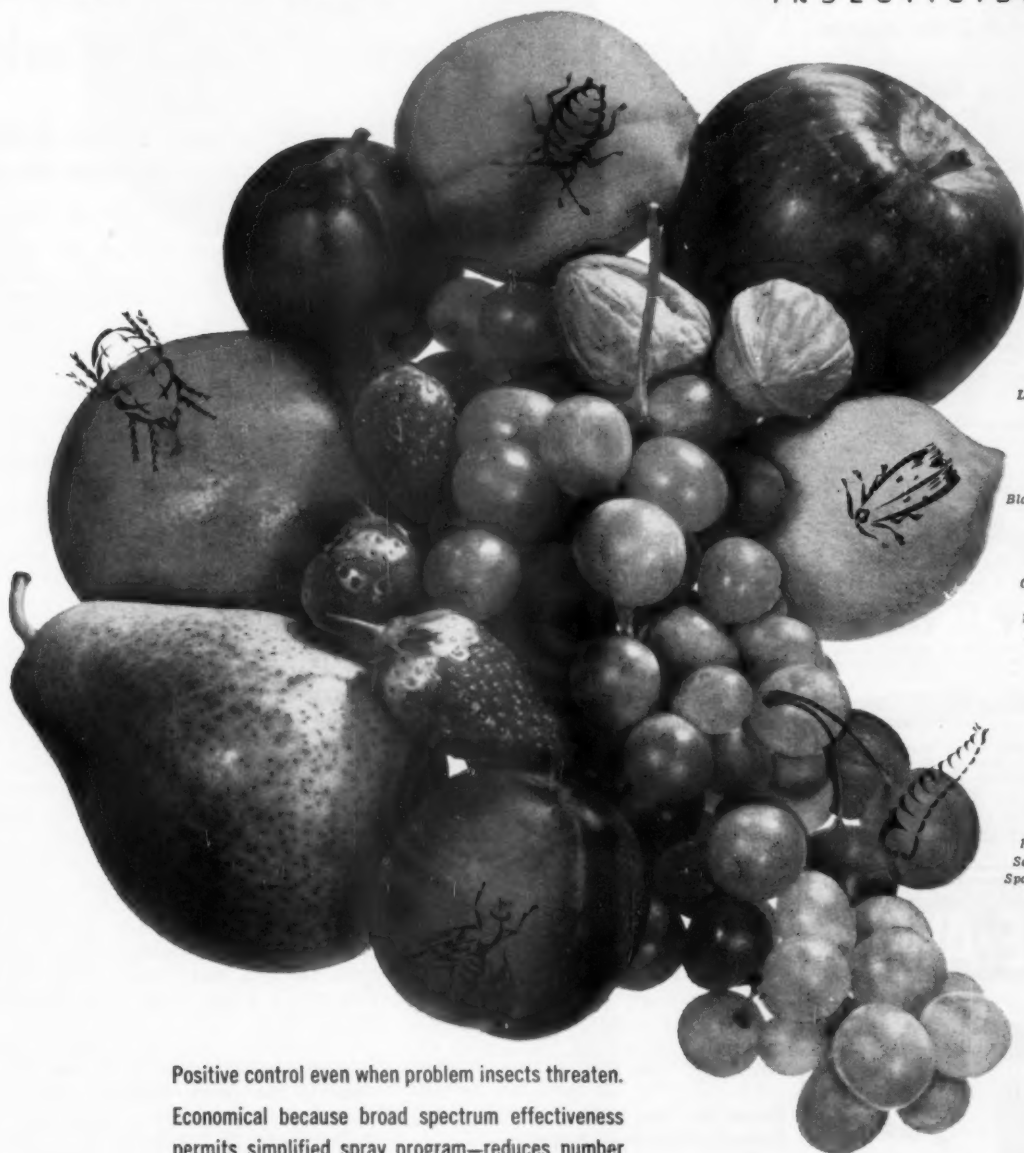
AMERICAN FRUIT GROWER

insects **eating** into your profit picture?

to control 'em

**depend upon DIAZINON**

INSECTICIDES



Aphids  
Black cherry aphids  
Citrus aphids  
Green apple aphids  
Leaf curl plum aphids  
Mealy plum aphids  
Rosy apple aphids  
Thistle aphids  
Woolly apple aphids  
Apple maggots  
Black-headed fireworms  
Cherry fruit flies  
Codling moths  
Cottony cushion scale crawlers  
Cranberry fruitworms  
Dried-fruit beetles  
Forbes' scale crawlers  
Fruit tree leaf rollers  
Grape berry moths  
Grape leaf folders  
Leafhoppers  
Mites  
Clover mites  
Cyclamen mites  
European red mites  
Pacific mites  
Two-spotted mites  
Olive scale crawlers  
Pear psylla  
Pecan nut casebearers  
San Jose scale crawlers  
Sparganothis sulfureana  
Vinegar flies  
(*Drosophila* sp.)  
Walnut caterpillars

INSECTS  
controlled  
with  
**DIAZINON**  
on these  
**FRUITS  
AND NUTS**

Apples  
Apricots  
Cherries  
Cranberries  
Figs  
Grapes  
Lemons  
Nectarines  
Olives  
Oranges  
Peaches  
Pears  
Pecans  
Plums  
Prunes  
Strawberries  
Walnuts

Positive control even when problem insects threaten.

Economical because broad spectrum effectiveness permits simplified spray program—reduces number of applications and pesticides needed.

May be applied to within a few days of harvest. One of the safer phosphate insecticides.

Residue tolerance 0.75 ppm



ORIGINATORS OF DDT INSECTICIDES

**GEIGY AGRICULTURAL CHEMICALS**

Division of Geigy Chemical Corporation • Saw Mill River Road, Ardsley, N.Y.



**Save LABOR !  
Save TIME !**

**MISTBLOWING  
does a BETTER  
and FASTER job**

**KWH Mistblowers  
& Dusters, powered  
by gasoline engine**

**Shoulder-mounted & Tractor equipment**

For Free Literature and prices write to:

**VANDERMOLLEN EXPORT CO.**  
378 Mountain Ave. NO. CALDWELL, N.J.  
Dealers Wanted



**THE RUGGED  
ROOF VP MOWER**

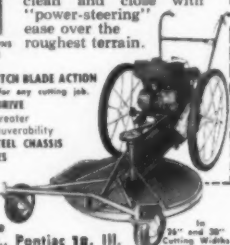
**Nearest thing to  
power-steering in a  
heavy-duty mower**  
New Swivel Glide Unit  
cuts weeds and lawns  
clean and close with  
"power-steering"  
ease over the  
roughest terrain.

CUTS WEEDS - MOWS LAWNS  
SAWS TREES - MULCHES

**PLUS: VARIABLE PITCH BLADE ACTION**

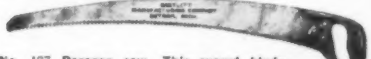
- adjusts blade instantly for any cutting job.
- OH BATH GEAR DRIVE
- 24" WHEELS for greater traction and maneuverability
- HEAVY GAUGE STEEL CHASSIS
- CHOICE OF ENGINES  
4.7 horsepower

Write for FREE  
FACT FOLDER  
and Dealer Name  
**ROOF MFG. CO., Pontiac 18, Ill.**



## Protect Your Trees

Damage by ice and wind often can be avoided, or the effects lessened, by use of correctly designed pruning tools, bracing materials, and tree wound dressing.



No. 127 Paragon saw. This curved blade, draw cut pruning saw is ideal for all-around pruning. Best quality saw steel. Easy grip handle.  
18 in. .... \$5.10    24 in. .... \$6.50  
22 in. .... 5.75    26 in. .... 6.75  
Delivered in U.S.A. No C.O.D.'s please

**BARTLETT MFG. CO.**  
3044 E. Grand Blvd. Detroit 2, Mich.

**NEWEST IMPROVED MODEL M-3  
SCARE-AWAY**



**Thunderclap  
EXPLOSIONS  
Clears Fields  
of Birds...**

Loudest and most reliable bird and animal scare device ever made. Operates on carbide or acetylene, no wick. Retail cost is low. Operates for less than 15¢ per day. DEALER INQUIRIES INVITED. Warehouse stocks in: San Francisco, New Orleans, Orlando, Chicago, Baltimore, and Greenville. No waiting for delivery.

**REED-JOSEPH CO.**

HIGHWAY 1 NORTH A F  
GREENVILLE, MISSISSIPPI

Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

WRITE FOR  
DEALER  
INFORMATION

# PEACH GROWERS:

## Voluntary Methods to Raise Promotion Money Won't Work

That's Carroll R. Miller's warning as he reminds the peach industry of the situation apple growers faced before they unified their promotion efforts

By CARROLL R. MILLER

**R**EGARDING the article on the National Peach Council meeting in the April issue (pg. 42):

It is clear to me, after having worked with market promotion of both peaches and apples, that they are enough alike in production and marketing that the lessons learned by one can be used with benefit by the other. For both peaches and apples customers and competitors are practically the same. Customers are, first, The Trade, and then The Public. Competitors of both are other fruits and foods. There are other similarities.

Now, getting into market development—promotion by advertising, publicity, dealer service, research and market information—

Apple growers were literally forced together by the threat of the sheriff a quarter century ago. In the depression-logged early 1930's, apples too often sold for 65 to 85 cents per packed bushel, f.o.b. orchard. In desperation, growers got together, agreed to advertise. Will peach growers wait until The Sheriff drives them together?

At the start, in the 1930's, only Washington state raised its apple promotion money by law. In all the others the voluntary set-up prevailed.

**There are few with  
Carroll Miller's experience  
with grower promotional  
organizations and fruit  
advertising. He has been  
secretary-manager of  
Appalachian Apple Service, Inc.,  
for more than a quarter century;  
was an organizer and first  
president of National Peach  
Council**

Today, apple growers of the U.S. are spending roughly \$2 million yearly on apple promotion, and only about 5% of it is from voluntary sources. Six states, Washington, Michigan, Virginia, New York, New Jersey, and Maryland, by tax laws raise about \$1,900,000. Twenty-nine other states growing over 40% of the nation's apples raise about \$100,000 under the voluntary system.

The lesson is obvious. The voluntary system is for starting only. A sound, continuing, well financed setup that can produce satisfactory results requires the tax method under which all growers pay their share equally.

It took apple growers 20 years to get where they are now in promotion. They started back in 1935-36. Nationally speaking, the peach people started about five years later. In 1941 during two meetings, at Columbus, Ohio, and Richmond, Va., National Peach Council was conceived and born. Perhaps within five years—by 1966—having served the starting "voluntary" years, the peach people may have their \$2 million for promotion, research, and grower protection, led by California, Michigan, the Carolinas, Georgia, and Pennsylvania. But they won't if they depend on the voluntary plan.

You know (or will hear from plenty of others) the good that can come to the peach industry from a competent, well-heeled, and well-staffed National Peach Council. I just wanted to emphasize the promotion end.

Holding the customers we have and getting new customers is one of the big jobs of any business in this day when \$11 billion is spent yearly in the U. S. for advertising alone and when there are 3 million new customers each year.





## HOW MALATHION CAN HELP YOU FINISH THE SEASON WITH FRUIT LIKE THIS

*Malathion gives you safety for fruit finish  
and effective control of mid- and late-season insects  
...without creating residue problems*

- Aphids.
- Late-season codling moth.
- Red-banded that hatched from eggs laid by adults that sneaked through early sprays.

Malathion does an outstanding job on these and other mid- and late-season problems. It gives you powerful *phosphate* action, combined with safety for fruit and foliage of sensitive Macs and related varieties.

It knocks out strains resistant

to chlorinated materials. And, it does all this without your risking excess residues on your fruit at harvest. Matter of fact, you can use it up to 3 days from harvest of apples and cherries . . . up to 24 hours on pears . . . up to 7 days on peaches.

And, of course, you don't need a respirator or special protective clothing when you use malathion. Why settle for less?

Write for free "Malathion

Handbook," American Cyanamid Company, Agricultural Division, New York 20, New York.

*The label instructions on Cyanamid products, and on products containing Cyanamid ingredients, are the result of years of research and have been accepted by Federal and/or State Governments. Always read the labels and carefully follow their directions for use.*



## TOUGH JOBS go six times faster with...



### the Jari "MONARCH"

Sickle Bar

Compact, its 36" bar glides through thick grass, weeds and saplings. Write today for full details and your dealer's name.

**Jari Products, Inc.**  
2938 Pillsbury Ave.  
Minneapolis 4, Minn.  
Dept. 7013



### SPECIAL-AGRI-TOX MASK & GOGGLES

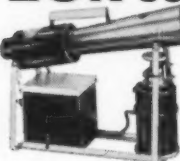
**\$7.80** Complete

Mask \$3.95 Goggles \$2.25  
Also complete line of equipment and insecticides.

Free Catalog  
**HUB STATE CO.**

1255 N. Windsor, Indianapolis, Ind.

## ZON SCARECROW



Stop bird damage to all crops for less than the cost of one shotgun shell per day. Price \$59.50. At farm implement, seed dealers. If not available in your area, free delivery from our warehouses in Buffalo, Baltimore, Chicago, Houston, Tampa, San Francisco. Also all Canadian provinces.

**B. M. LAWRENCE & CO.**  
244 California Street  
San Francisco 11, Calif.



### New IMPROVED AP-PEACH PICKING BAG

SAVES TIME—REDUCES BRUISING  
New single fastener and web straps hold bottom tight—yet permit quicker emptying. Heavy canvas over rigid frame protects fruit. Ideal for peaches and easily bruised apples. Write for folder.

### LADDERS

for Fruit Harvesting  
Step — Straight — Pointed

**JOHN C. BACON CORP.** Gasport, N.Y.



### THE HOW-TO BOOK ON STRAWBERRIES

All New—Completely Revised

## "How-to Book on Strawberries"

**\$1.50**

**AMERICAN FRUIT  
GROWER**

Willoughby, Ohio

## GROUP MEMBERSHIPS IN NATIONAL APPLE INSTITUTE

- Applachian Apple Service, Inc.
- \*\*\* Maryland State Apple Commission
- \* Pennsylvania Division
- \* West Virginia Division
- \*\* California Processing Apple Growers
- \* Colorado Apple Association
- \*\*\* Delaware State Apple Commission
- \* Idaho State Horticultural Society
- \* Illinois Fruit Council
- \* Indiana Fruit Growers Cooperative Ass'n
- \*\*\* Michigan State Apple Commission
- \* Minnesota Fruit Growers Association
- \* Missouri State Horticultural Society
- \*\*\* New Jersey Apple Industry Council
- New York and New England Apple Institute
- \* Maine
- \* New Hampshire
- \* Vermont
- \* Massachusetts
- \* Connecticut
- \* Rhode Island
- \*\* Eastern New York
- \* North Carolina State Apple Growers Ass'n
- \* Ohio Apple Institute
- \*\*\* Virginia State Apple Commission
- \*\* Western New York Apple Growers Ass'n
- \* Wisconsin Apple Institute

Obtains funds from:  
\*\*\* state advertising law.  
\*\* state marketing order.  
\* voluntary grower contributions.

## NAI'S NEXT BIG STEP

(Continued from page 9)

Following Washington and Michigan, Virginia, Maryland, New York, New Jersey, and Delaware created state advertising laws or state marketing orders making possible a predictable and budgetable income, equitably arrived at and large enough to make a consistent impact on markets.

Patterson Bain, long a member of NAI and a real "show me" Missourian, will step down as executive vice-president at the Burlington meeting. Patt Bain moved to Washington to manage NAI and to help recruit a new executive manager to take the place of Truman Nold, who resigned in 1959.

To move to Washington and take over the reins of a national organization after a full career with the apple industry in Missouri takes a man of no small stature. It is the measure of this organization that in time of need there are ready and capable hands to pitch in.

James B. Moore becomes executive vice-president after the meeting. Jim is an alert and aggressive young man with a flair for selling. He is already hard at work beating the drums for NAI.

One of the first jobs Jim Moore will face is to get Washington State apple growers back in the membership. Washington growers seceded from NAI several years ago when they were sold the idea that Washington money should be used to promote Washington apples only. Basically correct, this reasoning overlooks the very real problems faced by apples on the national level.

In February of this year, the board of directors of NAI, under the leadership of President Ned Jones of Virginia, outlined six major areas of endeavor to guide NAI's efforts. The directors specifically stated that activities will be confined to those areas

of national character which do not conflict or impugn upon regional activities but which support and supplement such activities. In addition, activities will be designed and carried out in such a way as to serve and strengthen the regionals.

The activities of NAI will fall into three major categories: Promotion, Research, Legislation.

**PROMOTION:** Promotional plan which NAI can do more effectively and economically than the regionals is to provide, through an arrangement with McCormick-Armstrong of Wichita, Kans., in-store promotional material, at cost, to its members. Because of the large quantity printed through co-operative purchasing, these pieces are much less expensive than if they were purchased by the individual regional or grower.

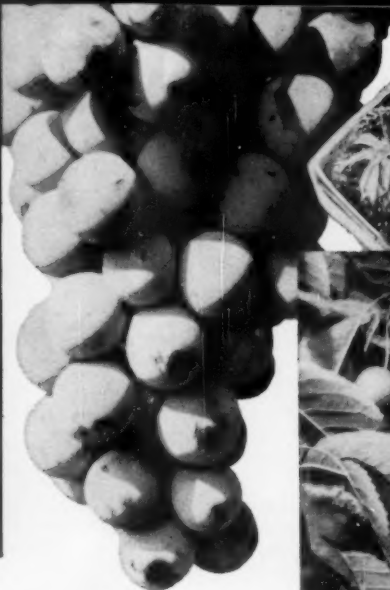
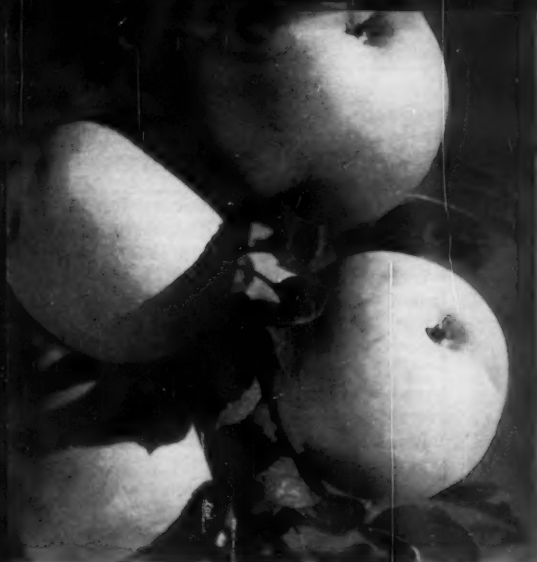
A full day will be devoted at Burlington to discussion of advertising, promotion, and merchandising. The purpose of these sessions is to consider inter-regional co-ordination and tie-in type promotions so that each member group will get the greatest mileage from each dollar invested.

An important promotional activity that has proved highly successful and beneficial to all apple growing areas is the school educational program.

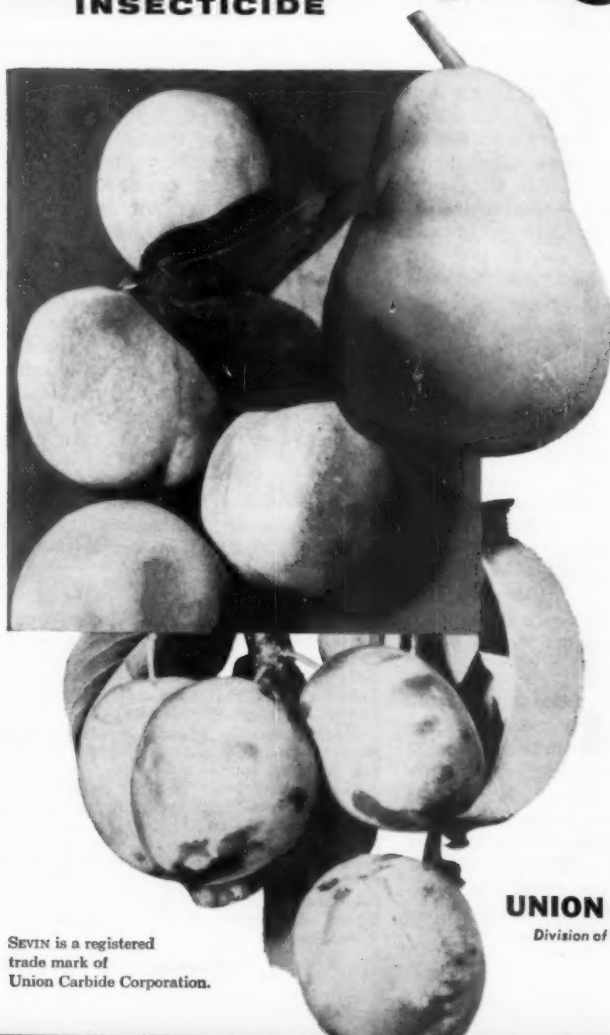
The program began with the film "Gateway to Health," which has set a record for being the most widely circulated food film of its kind. Over 750 prints, sold to school systems, dental societies, and health and educational departments, are telling children why eating apples regularly promotes dental health. NAI's philosophy is to get children started eating apples at an early age. In view of the population explosion, this is a big, important market.

Filmstrips and poster teaching units are also a part of NAI's pro-

AMERICAN FRUIT GROWER



# 7 ways **SEVIN**<sup>®</sup> pays on 7 fruits INSECTICIDE



**SEVIN** provides highly-effective and economical insect control on all seven of these fruits—whether they are interplanted, or in large individual blocks, or in small blocks side by side. Here are 7 ways that **SEVIN** pays:

1. **SEVIN** gives exceptional control of codling moth, Oriental fruit moth, cherry fruit fly, scale insects, and more than 25 other major pests that attack fruits.
2. **SEVIN** is long-lasting. You need fewer applications, because **SEVIN** provides long-lasting control even in the hottest weather.
3. **SEVIN** controls resistant codling moth and other insects that have developed resistance to other insecticides.
4. **SEVIN** is easy to handle with safety. No protective clothing required—just use normal precautions.
5. **SEVIN** can be used up to the day before harvest on most fruits—the day of harvest on grapes—when applied according to label instructions.
6. **SEVIN** is compatible with commonly-used miticides and other spray and dust materials, except lime and other alkalis.
7. **SEVIN** is now sold at a new low price, making it easier for you to grow high-quality insect-free fruit at low cost.

**SEVIN** is a proven insecticide. Thousands of fruit growers used it during the last two years with outstanding success. See your supplier and place your order early. Get the high efficiency and superior benefits of **SEVIN** in spray or dust formulations. When insects attack—*SOCK 'EM with SEVIN!*

**UNION CARBIDE CHEMICALS COMPANY**

Division of Union Carbide Corporation • 270 Park Avenue • New York 17, N. Y.



SEVIN is a registered  
trade mark of  
Union Carbide Corporation.



**TREES** COMPLETE LINE  
 • Fruit—Dwarf  
 • Flowering  
 • Shade  
 • Berry Plants, Roses, Bulbs  
 • FREE CATALOG  
**Tualatin Valley Nurseries** SHERWOOD OREGON

**T. B. West & Son**  
 MAPLE BEND NURSERY  
 FRUIT TREES ORNAMENTAL  
 SMALL FRUIT PLANTS TREES AND SHRUBS  
 Also Dwarfs in the Popular Varieties  
**PERRY, OHIO**

**WANTED**  
**MEN AND WOMEN**  
 GROW MUSHROOMS. Cellar, shed and outdoors. Spare, or full time, year round. We pay \$4.50 lb. dried. We have 29,000 customers. **FREE BOOK**, Washington Mushroom Ind., Dept. 321—2954 Admiral Way, Seattle, Wash.

**BLUE RIBBON READING**

- **Modern Fruit Science**, by N. F. Childers. This is the brand new, revised edition of Dr. Childers' famous book, "Fruit Science." It includes new methods and ideas on all phases of fruit growing. Sections are included on all types of fruit from apples to berries. 893 pages.....\$7.50
- **Growing Fruit and Vegetable Crops**, by T. J. Talbert. Easy-to-follow fundamentals which influence and determine successful fruit and vegetable production are set forth in this book. 350 pages.....\$4.50
- **Profitable Roadside Marketing**, by R. B. Donaldson and W. F. Johnstone. A practical handbook for the successful operation of a roadside market. 142 pages.....\$2.00
- **Fruit Pest Handbook**, by AMERICAN FRUIT GROWER editorial experts. This pocket-size illustrated manual gives latest control measures for all major diseases and insect pests. 100 pages.....\$2.00
- **Propagation of Plants**, by M. G. Kains and L. M. McQuesten. Gives the working methods of plant propagation. 560 pages.....\$6.95
- **American Wines and Wine-Making**, by Philip M. Wagner. A practical illustrated book for the small grape grower and home wine-maker. 230 pages.....\$5.00
- **Apples and Apple Products**, by R. M. Smock and A. M. Neubert. A valuable reference book on the finished apple—with information on the many apple products that can furnish a profitable sideline for the grower. The composition, nutritional qualities, factors affecting quality, storage methods, and preservation of apples are discussed. Illustrated with many photographs, charts and graphs. 486 pages \$9.75

Books sent postpaid on receipt of check or money order.

**AMERICAN FRUIT GROWER**  
 Willoughby, Ohio

gram for school use. Here is a list of material supplied thus far to schools by NAI:

**Films:** "Gateway to Health"—750 copies.

**Filmstrips:** 26,000 copies (\$1 a print)—"Billy Meets Tommy Tooth" (primary grades), "Story of How Apples Grow" (elementary grades), plus free teaching guides.

**Poster Teaching Units:** 1 million copies (supplied free on request)—"My Apple" (elementary grades), "How's Your Smile" (junior-senior high school), "Good for Me" (elementary grades), "Apples" (home economics classes).

**Class Projects:** (started spring semester 1961) "Exploring the Apple Industry."

The school program has been outstandingly successful. Bill Darrow, NAI vice-president, explains it this way: "A breakfast cereal manufacturer can spend millions on TV and radio to get kids to eat his product and never get a film into schools, urging dry cereals for children. We are in schools because we are medically approved, educationally approved, and we are speaking for all apples, not just one brand."

Promotion activities of NAI beamed at interesting the housewife in the greater use of apples include recipes, pictures, and information to magazines and newspapers by the Apple Kitchen sponsored by NAI. Many of the beautiful pictures of apples and apple cooking seen in women's magazines were created in the Apple Kitchen. Requests for photos are received by the kitchen daily from publications all over the country.

NAI jointly sponsors National Apple Week with International Apple Association to give apples a promotional push during the Halloween week.

**RESEARCH:** NAI is continually on the alert for facts concerning health values of apples. Research sponsored by NAI has been carried on at Rutgers, Michigan State, and Medical Evangelist at Loma Linda, Calif.

A stepup in the research program is desirable. All apple growers know apples are good for health—a breakthrough in research which proves this point in medical terms would be of inestimable value.

**LEGISLATION:** Leadership from NAI has been sorely needed in the legislative field and steps are being taken to correct the situation. Already NAI has spoken out on the 11 bills seeking to regulate farm labor (see May AMERICAN FRUIT GROWER, page 16). A NAI-sponsored bill is now before Congress to amend the Marketing Agreement Act of 1937 to give fairer treatment to apples.

For professional public relations assistance, the well-known advertising and public relations firm of Ketchum, MacLeod, and Grove has been engaged.

NAI has made its influence felt in yet another field with its recent bulletin, "Union Labor and You," in which the question, "What to do if union pickets arrive at your orchard some harvesttime morning," is answered.

NAI was brought into existence by growers faced with a price of 90 cents per packed box delivered in the wholesale markets. Fort Wayne, Ind., was the birthplace, and the great depression was the nursemaid. Out of



Billy and Tommy Tooth meet in NAI's filmstrip.

those troubled times came a realization of the strength which can be attained by working together.

Down through the years, NAI has been one of the few commodity organizations in American agriculture which has had a reputation for pulling together. NAI's new program should strengthen the member groups and lead, thereby, to more effective representation of apples on the national scene. With judicious leadership, there is no doubt that the influence of apple growers will have ever-increasing impact on legislation, labor, and markets.

THE END.

## NAMES IN THE NEWS

**NEW** extension pomologist at University of Maryland is **G. J. Stadelbacher** who grew up on an Illinois fruit farm. He succeeds A. F. Vierheller who retired last year.

**Douglas Knapp**, former assistant county agent with Dade County (Florida) Agriculture Department, has been appointed field representative in southern Florida for Geigy Agricultural Chemicals, Division of Geigy Chemical Corporation.

Expert on the effects of atmospheric variables upon orchards, **Joseph Frederick Scholes**, formerly of American Fork, Utah, is now chief resident horticulturist for Harvey Aluminum Corporation of Oregon, The Dalles.

**Harold W. Buchholz**, North East, Pa. fruit grower, became president of National Red Cherry Institute on April 1. He also has been elected to membership on the board of directors of Welch Grape Juice Company.

## Calendar of Coming Meetings & Exhibits

**June 13-16**—National Apple Institute annual meeting, Browns Lake Resort, Burlington, Wis.—Patterson Bain, Exec.-Vice Pres., Washington Bldg., Washington 5, D. C.

**June 15**—Small Fruits Day, Ohio Agricultural Experiment Station, Wooster.

**June 19-22**—American Society for Horticultural Science, Western Region meeting, University of California, Davis.—Dr. H. P. Olmo, University of California, Davis.

**June 19-24**—Pacific Division American Association for the Advancement of Science, University of California, Davis.

**June 20**—Summer Orchard Day, John Tanner Orchards, Speer, Ill.—Bob Rogers, Sec'y-Treas., Illinois State Horticultural Society, 305 W. Walnut St., Carbondale.

**June 22**—Ohio Apple Institute annual meeting in conjunction with Ohio State Horticultural Society summer meeting, John Stoner Orchard, Utica.—Howard M. Wells, Mgr., OAL, P. O. Box 473, McArthur.

**June 24-25**—Dwarf Fruit Tree Association, Vineland, Ont., Canada.—Dr. R. F. Carlson, Sec'y, Michigan State University, East Lansing.

**June 28**—Fruit Day, University of Connecticut, Storrs.—B. T. Peck, Sec'y, Connecticut Pomological Society, Lakeside.

**July 10**—Wisconsin Berry and Vegetable Growers Association summer field tour, Peninsula Branch Station, Sturgeon Bay.

**July 24-26**—International Apple Association annual convention, Hotel Sherman, Chicago, Ill.—Fred W. Burrows, Executive Vice President, 1302 18th St., N. W., Washington 6, D. C.

**Aug. 1**—Tree Fruit Experiment Station field day, Wenatchee, Wash.

**Aug. 3**—Orchard Day, Ohio Agricultural Experiment Station, Wooster.

**Aug. 12**—Coastal Washington Experiment Station field day, Long Beach, Wash.

**Aug. 22-23**—Ohio Pesticide Institute, Ohio Agricultural Experiment Station, Wooster.

**Aug. 25**—Maine Blueberry Festival, Union Fair Grounds, Union.—Ivan Sherman, Chairman, Union.

**Aug. 27-30**—American Society for Horticultural Science annual meeting, Purdue University, Lafayette, Ind.—Roy E. Marshall, Sec'y-Treas., Michigan State University, East Lansing.

**Aug. 31-Sept. 8**—XVI International Horticultural Congress, Brussels, Belgium.—General Secretariat, 233, Coupure Links, Ghent, Belgium.

**Sept. 14-16**—Texas Citrus & Vegetable Growers & Shippers convention, Shamrock Hotel, Houston.

**Sept. 27-29**—Florida Fruit & Vegetable Association convention, Hotel Americana, Bal Harbour.—J. Abney Cox, General Convention Chairman, Princeton.

**Oct. 1-4**—Produce Packaging Convention and Exposition, Chase-Park Plaza Hotels, St. Louis, Mo.—Robert L. Carey, Exec.-Sec'y, Produce Packaging Association, P. O. Box 29, Newark, Del.

### QUALITY CONTROL

**H**OW do growers control the quality of fruit during picking? Provide an incentive for orchard help, says R. S. Dillon, Jr., Hancock, Md. "We pay our pickers on the quality of fruit picked. To determine quality, we estimate the amount of bruise-free fruit."

Many of Dillon's workers finished last season with 90 to 95% bruise-free fruit when paid premium wages for careful picking.

Pennsylvania orchardist Glenn Slaybaugh employs an orchard foreman to keep a close check on the quality of the fruit harvested. He has a foreman for each 15 pickers.

"Eternal vigilance," smooth orchard roads, and truck bodies built to fit the fruit boxes help C. L. Gordon of West Virginia keep his fruit top grade.



## Kills mites by the thousands

KELTHANE® is sudden death on mites. It kills such mites as European red, Two-spotted, Apple rust, Cyclamen, Brown Almond and Willamette. It gives you a bonus of long residual action. This is bad news for migrant mites and late-hatching colonies. This longer-lasting, effective protection means you can SPRAY and SAVE WITH KELTHANE. Yet, as powerful as it is, KELTHANE is

completely safe (when used as recommended) for both new foliage and fruit-finish, even on sensitive varieties. It is compatible with most orchard pesticides and harmless to beneficial insects. At the earliest sign of mite build-up, kill with KELTHANE. And to insure thorough coverage on hard-to-wet foliage, add TRITON B-1956, the non-oil spreader-sticker. See your dealer for both soon.

**SPRAY and SAVE WITH KELTHANE**

**ROHM  
&  
HAAS**  
PHILADELPHIA 5, PA.



# KELTHANE

## WOOD IS BEST FOR PEACHES



PEACHES require protection during handling, transit, and storage against shock, vibration, and container fatigue resulting from humidity and moisture. NATURAL WOOD has the strength and rigidity to provide these functions in a nailed lug box. VENTILATION is also important and nailed assembly provides plenty of air circulation through the pack.

MARKET APPEARANCE and QUICK SALES are assured.

• Ask Any Receiver •

### THE WOODEN BOX INSTITUTE

55 New Montgomery St.

San Francisco 5, Calif.

## NOW! CMW

Offers A New Concept In Fruit and Vegetable Processing

5 Different CMW models available for sale, rental or lease.



- No Side Tanks Below Floor Level.
- Mechanical or Block Ice Refrigeration

### The Hydro-Cooler

With amazing Fiber Glass interior which eliminates forever, leaks, rust, or rot. Absolutely impervious to water and chemicals. On ALL CMW Hydro-coolers at NO EXTRA COST!

Guaranteed to be:

- The Lowest Priced
- Most Easily Installed
- Most Economical To Operate

Priced From Only \$2990.00 Complete

CLARKSVILLE MACHINE WORKS, Inc.

East Main Street, Clarksville, Ark.  
Phone Pleasant 4-2022; Nite PL 4-2722

# Skibbe

## SEED, FERTILIZER, INSECTICIDE & HERBICIDE SPREADER



"The spreader with the controllable spread" (Pat'd & Pats. pend.)

Apply mouse bait, cover crop and fertilizer insecticides and herbicides now in hours instead of days.

1. Control the width of spread from 2 to 40 ft.
2. Direct spread wherever desired.
3. Side dress or band applicator.
4. Seed and fertilize at the same time.

Why be satisfied with a one spread type applicator? P.T.O. driven, Now with quick mount attachments. Available in trailer or tractor mounted models.

Write for folder

SKIBBE SEED & FERTILIZER SPREADER, SODUS, MICH.

## NEW FOR YOU

### Power Pruner

A revolutionary power pruner was introduced recently by McCulloch Corporation. The Roto-Bit pruner features a rotating cutter bit actuated by a shaft connected to a chain saw engine through a long aluminum pole. It enables the operator to reach limbs 16 feet or more from the ground. Limbs up to 4 inches in diameter can be pruned in about four seconds. The Roto-Bit is made of high-tempered steel alloy and is long-lasting and easily sharpened. It is guided



into the limb by an adjustable gauge which is part of the pruner head. The pruner comes in either 6-foot or 12-foot sections. For more information, why not write Robert Orser, McCulloch Motors Corporation, 6101 West Century Blvd., Los Angeles 45, Calif.

When writing advertisers  
be sure to mention  
AMERICAN FRUIT GROWER

### You Can Afford It Now

We all have a suitable building that can be converted to a cold storage right on our property. It does not have to be of costly construction, but it must be well-insulated. That is the key to a good, workable, profitable cold storage. L. R. Kanaga, of Akron, Ohio, can convert almost any kind of farm building into a fruit storage at a cost within your budget, and still enable you to have the right kind of system to properly preserve your fruit. No refrigerant or refrigerating pipes are located in the storage so there can be no trouble with leaks that might damage the stored fruit. If you will write L. R. Kanaga, inventor of

AMERICAN FRUIT GROWER



a new, improved air conditioning system, at Industrial Engineering Co., 67 Hurlburt Ave., Akron, Ohio, he will be delighted to send you full details. Why not check into this further?

### Standby Power Unit

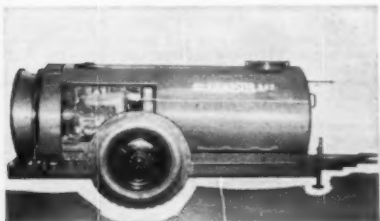
When mechanical breakdowns or line-snapping storms cut off power, it would be nice to have the new tractor-driven Winpower generator



pictured. These heavy-duty generators operate from standard PTO drive and supply the same current delivered by a highline. The gear-driven unit is said to be easy to install, simple to connect, and trouble-free. It is important for all growers to have standby power, and this seems to be an easy answer to this problem. For more information, write Frank Bauer, Winpower Manufacturing Company, Newton, Iowa.

### Spray-Whiz

The Friend Manufacturing Corporation has announced the addition of a new sprayer to the firm's Airmaster line. It is the 362—a bigger version of the low-silhouette, compact Airmaster 322 which proved so popular last year. The new sprayer is designed to cope with low-branched



trees, but its larger engine—a 56 hp Wisconsin air-cooled VR4D—and its large fan enable it to effect fast, thorough coverage of tall trees as well. The air volume is such that it assures leaf to trunk penetration. The pump is self-priming and produces 50 gpm at 70 psi. The model is also equipped with an electric starter and generator. Herb Culp, at Friend Manufacturing Company, East Ave., Gasport, N. Y., would be glad to answer your questions about this new spray unit.

JUNE, 1961

## now the new COMPACT



**AIRMASTER '362'**

- 400 gal. tank
- 38,000 cfm. @ 100 mph.
- 50 gpm. self-priming pump or 20 gpm. hi-pressure pump
- 56 hp. engine



**AIRMASTER '322'**

- 300 gal. tank
- 28,000 cfm. @ 100 mph.
- 50 gpm. self-priming pump or 20 gpm. hi-pressure pump
- 36 hp. engine

## AIRMASTERS

- Low-profile-built for easy clearance of low-branched trees (peach, cherry, other small fruits) and vineyards, these compact Airmasters have the power for tree-through penetration, the velocity for tree-top reach.
- Call your dealer for information about these and the other AIRMASTERS or the high-pressure AIRMATE and AIRMATE Blower Attachment, the FRIEND HI-PRESSURE sprayers, or the COMMANDER general purpose sprayers.
- Only FRIEND has the complete sprayer line.

**FRIEND Mfg. Corp.**

Gasport, N.Y.

Serving American Agriculture Reliably Since 1895

### JULY AMERICAN FRUIT GROWER BUYER'S GUIDE

Are you interested in Orchard Chemicals, Spray Protection, Nursery Stock, Pollination, Tractors & Tillage Equipment, Pruning & Grafting, Harvesting Equipment, Packing House Equipment, Packages & Packaging? The July Directory Issue gives you a comprehensive listing of all equipment and supplies of interest to the commercial fruit grower.



Controls major pests—outstanding results against cyclamen mites, aphids, spittlebug.

**thiodan**

Long lasting—Two or three applications normally provide effective all season control.

Controls late infestations—apply to strawberries within eight days of harvest. Economical—fewer applications, longer residual action, mean savings for you.

TECHNICAL CHEMICALS DEPARTMENT, NIAGARA CHEMICAL DIVISION, MIDDLEPORT, NEW YORK

Thiodan is a registered trademark of Farbwerke Hoechst A. G.

# GROWERS OPPORTUNITY PAGE

Only 25¢ a word for one-time insertion; 20¢ a word per month for two-time insertion; 15¢ a word per month for four times or more. CASH WITH ORDER. Count each initial and whole number as one word. Copy must be in the 15th of the second month preceding date of issue. You can use our companion publication, AMERICAN VEGETABLE GROWER, in combination with AMERICAN FRUIT GROWER for only 10¢ a word more.

## AGENTS WANTED

WANT EXTRA MONEY? TAKE BIG PROFIT orders in your spare time accepting subscriptions for AMERICAN FRUIT GROWER. Send for free credentials and tested-method sales kit. No obligation. Write today, AMERICAN FRUIT GROWER, Box 109, Willoughby, Ohio.

## APPLE ORCHARD FOR SALE OR LEASE

100 ACRE FARM, 60 ACRES GOOD PRODUCING best variety apples, completely equipped, situated Athens, Michigan. Modern house, two barns near school, price \$28,000. Contact JOHN HARTMAN, Box 816, Silsbee, Texas.

## APPLE PACKING EQUIPMENT

FMC CUTLER WEIGHT PRINCIPLE 10-8 fruit grader. High feed section with 20 rotary bins and 16 side packing bins. Also 42 inch small fruit eliminator, 42 inch sizer, 42 inch Bean cleaner with exhaust fan and other miscellaneous packing house equipment. Excellent condition. Bargain price. For full details, contact ED-MUND'S CHEMICAL CO., INC., P. O. Box 1016, Albuquerque, New Mexico.

BRUSHER, 36" BEAN 30" BEAN 24" NIAGARA 24" Friend with suction fan. C. C. MAST COMPANY, 2320 Jefferson, Quincy, Illinois.

## AUCTION SCHOOL

LEARN AUCTIONEERING. FREE CATALOG! MISSOURI AUCTION SCHOOL, Box 8466-M2, Kansas City 14, Missouri.

## BEEES

INDOOR OBSERVATION BEEHIVES—FASCINATING, entertaining, educational. Free bee literature. BEE HOBBYIST, Box FG-183, Edmond, Oklahoma.

## BOOKS

DRUG MEDICINES DISAPPOINT, DISILLUSION. Why defeat nature's spontaneous recovery efforts? New 25¢ book, MEDICINES OF NATURE describes seven universal curatives freely available everywhere. M-PRESS, Coalmont 143, Tennessee.

BERRY BOOK: "THIRTY YEARS OF BERRIES." Raspberries and Strawberries. 84 pages. Price \$1.00 P+paid. ROY TURNER, 1525 S. Livingston St., Peoria, Ill.

FOR EDUCATION, PLEASURE AND PROFIT read "Adventures in Beekeeping." A true story—\$2.00. ROBERT OGLESBY, R. R. 1, Middleton, Ohio.

TIPS ON STRAWBERRY GROWING ARE contained in our all new, revised How-To Book on strawberries. \$1.50. AMERICAN FRUIT GROWER, Box 159, Willoughby, Ohio.

## BRUSH & WEED KILLERS

KILL BRUSH AT LOW COST WITH AMAZING R-H BRUSH RHAP. Will not injure grasses, grains; not poisonous. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

KILL SUBMERSED WATER WEEDS WHICH foul up motor propellers, tangle fishing gear, with R-H WEED RHAP-20, Granular 2-4-D. Inexpensive, easy to use, sure results. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

MR. CORN FARMER: CONTROL BROAD leaved weeds and grasses (crab grass, fox tails) with R-H WEED RHAP-20, Granular 2, 4-D. For free information write REASOR-HILL CORPORATION, Box 36AF, Jacksonville, Arkansas.

## BUSINESS OPPORTUNITIES

FREE PICTURE FOLDER, "HOW TO MAKE \$3,000 Yearly, Sparetime Raising Earthworms!" OAKHAVEN-25, Cedar Hill, Texas.

MAKE BIG MONEY RAISING RABBITS FOR us. Information 25¢. KEENEY BROTHERS, New Freedom, Penna.

A SECOND INCOME FROM OIL CAN END your toil! Free book and oilfield maps! NATIONAL PETROLEUM, Pan-American Bank Bldg-FV, Miami, Florida.

## CIDER MILLS—PRESSES

MODERN AUTOMATIC ELECTRIC CIDER presses for roadside stands and small orchardmen. Presses 10 gallon to 15,000 gallon capacity. Everything for the cider maker, ball bearing graters, press racks, cloths, packing, valves, labels, filters, pasteurizers, bottling equipment. Write for supply catalogue. W. G. RUNKLES' MACHINERY CO., 185 Oakland St., Trenton 8, N.J.

ORIGINAL MANUFACTURER HYDRAULIC juice presses, hand and power operated, designed for small and large volume production. Press cloths, press racks, packings, valves, filter cloths and other supplies. THOMAS ALBRIGHT COMPANY, Goshen, Ind. Phone KE 3-6263.

HYDRAULIC CIDER PRESSES, PALMER style, especially suited to roadside stands and orchard use. Modern, easy to clean. High speed ball bearing graters, plastic linings, tanks, pumps, all supplies including preservatives, cleaning compounds, racks, cloths, etc. Catalog available. ORCHARD EQUIPMENT AND SUPPLY CO., Hill Street, Bristol, Connecticut. Phone LU 2-7848.

NEW AND USED CIDER PRESS AND PROCESSING equipment. Complete line to offer including stainless steel tanks, orchard service, industrial hose, press cloths, press rack and packings. Write for supply catalogue. DAY EQUIPMENT CORP., 118 West Lafayette St., Goshen, Ind., Phone Keystone 3-5903.

MT. GILEAD CIDER PRESS 36" RACKS washer elevator \$350. Trescott apple sizer rolling table, brusher \$350. 225 gal. S. S. elevated tank with gravity filler \$250. WEICHEL FRUIT FARM, Castalia, Ohio.

## FOR SALE—EQUIPMENT & SUPPLIES

USED SPRAYERS TAKEN IN TRADE ON new John Bean equipment. 2 Buffalo Turbine air machines and 2 hydraulic, 600 pound pressure machines. One engine powered and one PTO row crop. Both in excellent condition. Reasonable. KWH mist blowers, FMC graders, washers, packing house equipment, Shur-Rane Sequa-Matic irrigation, power and hand pruning tools, supplies, parts and service. NORTHEASTERN OHIO'S JOHN BEAN DEALER, LANPHEAR SUPPLY DIVISION OF FOREST CITY TREE PROTECTION COMPANY, 1884 S. Green Road, Cleveland 21, Ohio. Phone EV 1-1700.

APPLE GRADERS. CUSTOM BUILT FOR small, medium or large growers. Complete graders from \$262.00 up. Contact your local dealer or write, MIDWEST MACHINE CO., Belding, Michigan.

BUY SURPLUS DIRECT FROM GOVERNMENT at tremendous savings, farm tools, machinery, truck, jeep, tractor, power units, hundreds others listed in our bulletin. Price \$1.00. GOVERNMENT SURPLUS SALES, Box 169ARG, East Hartford 8, Conn.

GET MORE BUSINESS WITH ATTRACTIVE outdoor signs. They're easily made with Signcraft Letters. Permanent. Inexpensive. Proven nationwide. NORTHLAND PRODUCTS, Route 22-282, Rockland 25, Maine.

JOHN BEAN SPRAYERS, KWH MISTBLOWERS, Howard Rotavators, Tew and FMC Packing House Equipment. GEORGE ACKERMAN, 3310 Corduroy Rd., Toledo 5, Ohio. Phone Curtice 6-7545.

FOR SALE: HEAVY DUTY ALL STEEL reverse flow (2 way) belts for large or small packing houses. 10' to 60' lengths—may be lengthened at any time. Competitively priced. Write MIDWESTERN MACHINE CO., Belding, Mich.

10-TON TRUCK HOIST \$199.99—\$50 DOWN, \$50 monthly. Can use Agents. DUNBAR, Minneapolis 8, Minnesota.

SAVE—GRADERS, WASHERS, BRUSHERS, baggers. Combination welding, brazing outfits \$98.50. STORY EQUIPMENT, Parkertown, N.J.

1954 FARMALL M AND PLOW, 2500 FIELD crates. 18" produce grader including waxer. ROBERT McCARTNEY, Shreve, Ohio.

FOR SALE: No. 40 SPEED SPRAYER, 400 CP-500 CP. Hercules motor driven Model L speed sprayer, \$1000.00. 275 CP, 1-35 T, 1 Ranger 1-PTO, 500 gal. Myers 35 gal. Royal Pump new—used bomber tires. Bargains. 70,000 new crates. Dunkley cherry pitter. CORY ORCHARDS, Cory, Indiana.

USED SPRAYERS: 1 JOHN BEAN PTO sprayer 300 gal. tank, 20 gal. pump like new. 1 Hardie, 400 gal. tank, 35 gal. pump with motor. 2 John Bean Speedeair attachment. Reconditioned. John Bean Sales and Service, WITMER IMPLEMENT SALES, Box 146, Columbiana, Ohio.

NIAGARA PEACH & APPLE GRADER WITH or without 2 horse electric motor. Write Mrs. HENRY GOOD, Route 1, South Boston, Va.

TWO JOHN BEAN SPRAY UNITS, ROYAL 20 pumps, 300 gallon tanks, Wisconsin engines. Write SPRAYER, Box 111, Mt. Joy, Pa.

HAVE YOUR OWN AIR CONDITIONED cold storage. Consult experienced engineering concern specializing Fruit Storages. Postal card reply O.K. LEE R. KANAGA, 67 Hurlburt Ave., Akron 3, Ohio.

FOR SALE: YORK AMMONIA COMPRESSOR, self contained unit, size 5 x 5, 2 cylinder, 20 h.p. 220-440 volt 3 phase motor. Condenser is only one year old. Price \$500.00. LAWRENCE J. SMITH, 78 Milltown Road, East Brunswick, N. J.

WATER SUPPLIES, INC. DEALERS FOR Myers power sprayers. Largest stock of new and used power spraying equipment in Ohio. Let us know your needs. WATER SUPPLIES, INC., P. O. Box 547, Ashland, Ohio—Phone 21565.

## GARDEN SUPPLIES

PROTECT YOUR BERRY CROPS, VEGETABLES. Cheesecloth 100 yards by 48". Convenient. 10-yard lengths. \$7.50 prepaid. 50% less mill price. JOSEPH HEIN, 120A Eton Road, Thornwood, New York.

## GUINEAS

9 BREEDS OF GUINEA HATCHING EGGS 20¢ each postpaid. KINGWOOD, Route 4, Box 285, Tallahassee, Fla.

## HAIR CARE

GRAY HAIR LIQUID IMPARTS COLOR TO gray or faded hair \$2.50. Rotor clips unwanted hair in nose and ears \$1.15. Postpaid. FEND-RICK'S, 114 North 6th Street, Allentown, Penna.

## MISCELLANEOUS

BANANA PLANT, GROWS ANYWHERE—indoors, outdoors. \$1.50. Postpaid. SOPHIA SULEN, Ladylake, Fla.

SUBSCRIBE TO GOVERNMENT SURPLUS weekly, lists all sales. Buy Jeeps, trucks, boats, tents, tires, etc., direct from government. Next 10 issues \$2.00. GOVERNMENT SURPLUS, Faxon, Illinois.

WINE—BEER—ALE RECIPES. FOR HOME use. Send \$1.00 to HOWE, Box 9031, S. Lansing 9, Michigan.

BUD GRAFT, INARCH THE FOOLPROOF way. Beginners have success. Free details. SHEP-FIELD, Box 322, Palmetto, Florida.

FREE RAIN BONNET WITH 10 PASTEL ball pens, 10 refills, 10 pencils, sale price \$1.00. FREE lustrous combs, calendars, specialties. WEBB SPECIALTIES, 606FG Gaston, Raleigh, North Carolina.

FREE PLASTIC PLANT CATALOGUE. Create beautiful flowers and plants at home for fun and profit. SIDNEY'S Dept. HC, Mineral Wells, Texas.

## OF INTEREST TO WOMEN

SEW APRONS AT HOME FOR STORES. NO charge for material to fill orders. In our fifth successful year. Write: ADCO MFG. CO., Bastrop 63, Louisiana.

PLASTIC FREEZER CONTAINERS. SQUARE pints, 9.95; quarts, \$15.00 per hundred, postpaid. Sample pint, 25¢. OXBORO, Box 7031 BP, Minneapolis 11, Minn.

DRESSES 24¢; SHOES 39¢; MEN'S SUITS \$4.95; trousers \$1.20. Better used clothing. Free catalog. TRANSWORLD, 164-CA Christopher, Brooklyn 12, N.Y.

\$25.00 WEEKLY MAKING FLOWERS. Discount catalog 10¢. FLOCKRAFT, Farrell, Penna.

## OPPORTUNITY ADS

BUY, SELL AND TRADE—Readers and business firms will get top advertising value at low cost from AMERICAN FRUIT GROWER "Opportunity Ads." These classified ads are widely read, widely responded to by AMERICAN FRUIT GROWER's high-income readers throughout America.

AMERICAN FRUIT GROWER reserves the right to reject or alter any copy which does not merit its standards. Ads will be inserted in first available issues unless preferred month is specified by advertiser.

**AMERICAN FRUIT GROWER**  
Willoughby, Ohio

AMERICAN FRUIT GROWER

## OLD MONEY WANTED

\$650,000,000.00 SEARCH FOR RARE COINS. Millions of dollars are spent each year for rare coins. Get your share from those old coins lying around the house, or in your pocket change. WE PAY OVER \$30,000.00 EACH FOR CERTAIN RARE COINS. Our large illustrated catalog lists the actual price we will pay for all United States coins and tells you how to find these rare coins. For rare dates we pay up to: \$3,500.00 for certain Half Cents, \$4,800.00 for certain Large Pennies, \$600.00 for certain Flying Eagle Pennies, \$2,000.00 for certain Indian Pennies, \$250.00 for certain Lincoln Pennies before 1932, \$1,500.00 for certain Two-Cent Pieces, \$250.00 for certain Three-Cent Pieces, \$16,000.00 for certain Nickels before 1927, \$2,000.00 for certain Half Dimes, \$4,750.00 for certain Dimes before 1932, \$4,250.00 for certain Twenty-Cent Pieces, \$4,500.00 for certain Quarters before 1938, \$5,500.00 for certain Half Dollars before 1939, \$11,750.00 for certain Silver Dollars and up to \$35,000.00 for certain Gold coins. We pay up to \$2,500.00 for certain Canadian coins. Our low overhead enables us to pay higher prices. Compare Jaymar's highest prices with other catalogs—you will learn the reason for Jaymar's buying success. Don't be misled by other claims. Sell to Jaymar and you're guaranteed of fair, honest treatment. Jaymar's Premium Guide costs only \$1 postpaid and tells how to identify rarities. Our catalog also contains information on United States paper money, Confederate Paper money, tokens, etc. We refund your dollar when you sell us coins. ABSOLUTELY GUARANTEED. Many thousands of people have dealt with us. Send your dollar today for our catalog. IT MAY MEAN A FORTUNE FOR YOU! JAYMAR CORPORATION, Johnson City 222, N.Y.

## ORCHARDS FOR SALE OR LEASE

## ORCHARD FOR SALE

One of Texas' finest Peach Orchards for sale. Located 4 1/2 miles south of Mineral Wells. Orchard consists of approximately 7000 yellow freestone trees, most trees are 7 years old. 7 varieties: Cardinals, Dixie Red, Dixie Gem, Coronet, Ranger, Sullivan and Elberta. Will begin picking June 5. Improvements consist of two houses, two stock tanks, one large packing shed with large grading and defuzzing machine. Sales last year were over \$14,000. Expect \$20,000 this year. Excellent orchard manager available to absentee owner. This property consists of 204 acres and is priced for quick sale at \$195 per acre. Contact Mrs. T. B. Knox, Box 108, Weatherford, Texas or call LYRIC 4-2050.

APPLE ORCHARD ON INLAND LAKE; 110 ACRE farm; about 82 acres of orchard in bearing age, principally Red and Golden Delicious, Jonathan, Macintosh, Wealthy, and others for better pollination. Served by entomologist. Beautiful setting above lake, A-1 air drainage. Packing house, barn for storage, tools, tractors, truck, power sprayer and other equipment. Going business. Fine investment. Half mile lake frontage, ideal for development without marring beauty or value of orchard; a very rare combination. Spacious fine ten room home with two baths, fireplace and heating plant, view of lake in three directions. Owner's illness prompts sale at \$90,000; terms available. For appointment, please contact DAVID ANDREASON, Sawyer, Michigan; phone: New Troy, Hazel 6-1717 or 6-1292.

FOR SALE: 47 ACRE PEAR ORCHARD, house. J. FITZGERALD, Gold Hill, Oregon.

COLORADO IRRIGATED ORCHARD. 20 acres. Modern 6-room native log home. Full basement. Two story, well-equipped packing shed. Two labor houses. On state oiled highway. 7 minutes town. Wonderful climate. HAROLD MOTZ, Palisade, Colo.

160 ACRE APPLE ORCHARD, RETAIL MARKET, cold storage, packing shed, irrigation equipment. 220 total acres. PERRY BUCK, Waverly, Mo. Phone GY 3-2351.

35 ACRE 12-YEAR OLD APPLE ORCHARD, with equipment, packing shed, cold storage, etc. In city limits, with city utilities, modern home, with oil and gas rights now leased to Pan American Oil Co. Also rental income of \$500.00 per mo. ACE HI FRUIT FARM, Rt. 3, Box 300, Farmington, New Mexico.

WITHIN THIRTY MILES OF PITTSBURGH. 165 acre fruit farm. 60 acres in fruit, 90% in apples, 10 acres in vegetables. 2 cold storages, and all equipment to carry on the work. Located on U.S. 30, have very good roadside market, averaging better than \$1,000.00 per month in home sales. PIONEER FRUIT FARM, Hookstown, Penna.

FOR SALE: 40 ACRE APPLE FARM. 20 ACRES apples, 10 acres muck corn land, remainder pasture. 100 ft. apple shed, bank storage, electric cider press, brusher, grader, roller track, 2,000 crates and baskets, 6-room house, farm buildings, house trailer. All in good condition. Good local market for cider and apples. \$29,000. 30% down. Nearby orchard and corn land for rent. Farm machinery and blower sprayer for sale. ALBRIGHT ORCHARD, North Liberty, Indiana.

## PERSONALS

PRACTICE DAILY BIBLE READING.

## PLANTS

BEAUTIFUL GRAY IRIS WITH BLUE falls also daylilies. Nice bulbs. Choice of: 10 \$1.00. MILDRED LOWMAN, Route 5, Elkhart, Ga.

## RABBITS

RAISE ANGORA, NEW ZEALAND RABBITS on \$500 month plan. Plenty markets. Free details. WHITE'S RABBITRY, Mt. Vernon, Ohio.

## ROADSIDE FRUIT MARKET

HOUSE'S CHERRY CIDER AND CHERRI mix have made some roadside stands more money past 15 years than any other product. Can be shipped in concentrated form. Write for particulars and territory. HOUSE'S CHERRY CIDER COMPANY, Riverside Fruit Farm, Saugatuck, Michigan.

## SEPTIC TANKS, CESSPOOLS

SEPTIC TANKS, CESSPOOLS, OUTDOOR toilets. Keep clean and odorless with Northel Septic Tank Reactivator. Bacterial concentrate breaks up solids and grease—prevents overflow, backup odors. Regular use saves costly pumping or digging. Simply mix dry powder in water—flush down toilet. Non-poisonous, non-caustic. Six months supply only \$2.95, postpaid (money-back guarantee of satisfaction), or rush postcard for free details. NORTHTEL, FV-6, Box 1103, Minneapolis 40, Minnesota.

## SITUATION WANTED

NEED WORKERS??? HARD WORKING farmers and ranchers (men only) from central Mexico want permanent year around jobs in U.S.A. Allow 5 to 6 months for arrival of workers. For free details, write: S. D. CORONA (AFVG), Apartado 184, Guadalajara, Mexico.

## SPARROW TRAPS

SPARROW TROUBLE? TRAP THEM. NEW low price. JOHNSON'S, Waverly 12, Kentucky. STOP FEEDING SPARROWS. MAKE YOUR own trap and catch thousands. Free particulars. ROY VAIL, Antwerp 27, Ohio.

## WANTED TO BUY

WANTED: NEW OR USED GRADER AND apple cider press. Write to JOHN WEBEL, 1165 S. Diamond, Mansfield, Ohio.

## WILLS

MAKE YOUR OWN WILL! IMPORTANT! Two Will Forms and "Instructions Booklet", \$1.00. NATIONAL, Box 48313P, Los Angeles 48, Calif.

## SAVE UP TO 50%

on NATIONAL BRANDS of  
Watches, Binoculars, Luggage,  
Electric Razors, Housewares, Etc.

TRANSISTOR RADIOS, HI-FI

SEND \$1.00 FOR MONEY SAVING DISCOUNT CATALOG & GENUINE LEATHER GIFT WALLET

OPERATED BY TOTALLY DISABLED  
WORLD WAR II VETERAN

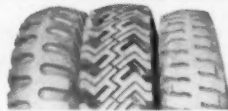
FIDELIS WHOLESALERS  
Niagara Square Station

P.O. Box 224-APG

Buffalo 2, N.Y.

## MORE FOR YOUR MONEY

Tractor, Grader, Implement, Airplane, Farmwagon and Wheelbarrow Tires Available. Satisfaction Guaranteed. Thousands of New and Used Army Surplus Tires in Excellent Condition.



### USED TRUCK TIRES

Excellent Condition Grade A

650 x 16	6 Ply	\$ 8.50
700 x 16	8 Ply	10.00
750 x 16	8 Ply	12.00
700 x 17	6 Ply	12.00
750 x 18	8 Ply	15.00
600 x 20	6 Ply	12.00
650 x 20	8 Ply	12.00
750 x 20	10 Ply	17.50
825 x 20	10 Ply	20.00
900 x 20	10 Ply	20.00
1000 x 20	12 Ply	25.00

### ARMY TYPE EXTRA

HEAVY TREAD

Good for mud & rough going. Perfect condition. Used

750x16	8 ply Jeep	\$17.50
750x20	8 ply and tube	17.50
900x16	8 ply and tube	17.50
900x20	10 ply and tube	25.00

### TAKE OFFS—90%

Heavy Army Tread

750 X 20 | \$25.00 includes the tube

### SPRAYER TIRES

1600 x 16	14 Ply	New Nylon \$77.50
1700 x 16	12 Ply	used excel. 38.00
1300 x 24	8 Ply	used excel. 38.00

## NYLON AIRPLANE TIRES FOR CONVERSION

WAGON SPECIALS—FULLY GUARANTEED

All tires sold without wheels will fit on reg. drop center wagon wheels

REMEMBER, when ordering wheels specify no. of bolts, bolt circle and hub dimensions.	
650 x 14 Ply nylon used tire tube and new wheel 5 ton per tire	\$18.50
650-700 x 15 16 Ply nylon new tire and new wheel 5 ton per tire	25.50
700 x 16 16 Ply nylon new tire and new wheel 7 ton per tire	25.50
700 x 16 16 Ply nylon new tire, tube and wheel 7 ton per tire	30.00
750 x 16 12 Ply nylon used tire and new wheel 5 ton per tire	\$20.00
750 x 16 12 Ply nylon used tire, tube and new wheel 5 ton per tire	27.50
750 x 16 12 Ply nylon new tire and new tube wheel 5 ton per tire	30.00
750 x 16 12 Ply nylon new tire, tube and new wheel 5 ton per tire	36.50

We have practically every known tire in stock. Please write for sizes not listed.

GANS SURPLUS TIRE CO. Dept. A  
Mail Orders Filled 1003 Broadway  
No C.O.D. Chelsea 50,  
Send Check or M.O. Mass.

Phone Turner  
9-2025  
9-2078

DEALERS WANTED



## Labor and Crop Changes

"THEY will either mechanize high-labor-cost operation, or they will switch to crops requiring a minimum of unskilled farm labor."

So says a contemporary agricultural publication, describing California's reaction to agricultural labor there.

And so, the organization of farm labor becomes a deciding factor in the future of some of our perishable crops, along with site, variety, frost, transportation cost, and the like. As we have been saying repeatedly, the

problems of the fruit industry farms are becoming more and more problems of social nature.

Human relations, the public image, co-operation, communicating intelligently with each other—these are the kind of problems we face. This is the sort of thing that our oncoming young people must notice.

But quite aside from this, labor will eventually find itself with fewer jobs, and the crops that require "stoop labor" and much hand work will gradually disappear.

## Challenge for 1961

THOMAS W. ALBRIGHT, immediate past president of New York State Horticultural Society, has pointed up an interesting challenge to the fruit industry for 1961. He wants to know:

"How can we market a sizable crop without disastrous prices?"

"How can we get the 1961 crop into normal consumption at reasonable prices to consumers?"

"How can we move the 1961 crop with fair and reasonable prices to growers?"

"How can we do this to the material benefit of the consumer, the retailer, and the grower?"

This, he says, is our challenge for 1961.

Golden Delicious apples, he notes, in retail stores at Hudson, N. Y., were 42 cents a pound in December of 1958, 39 cents in December of 1959, and 35 cents in December of 1960. This is at the rate of \$16.80 a bushel in 1958, \$15.60 in 1959, and \$14.00 in 1960.

And then he continues, "There was no correlation with size of the crop, the cold storage holdings, and the availability of other apples. The only apparent consideration in establishing this price was to charge all the traffic would bear."

Produce sales, he says, are only 8% of gross sales in grocery stores, yet they provide 12.7% of gross margins. And the profit on cucumbers, as noted from a national survey, was

22.5%. For oranges it was 25.9%, for onions 27.9%, and for apples 32.5%.

Now, why does this come about? How does it come about? The retailer, the consumer, and the grower are all concerned. But first of all, it is a grower problem. No one else is really interested in his problem. It lies squarely at his door.

What can be done to more favorably affect the retail prices of fruits? It is a simple question, but it requires the most discerning and active minds in the industry.

### Fruit Growing is Such Fun!



And so customers for fruit multiply!

## Fruit Talk

We have gone beyond Capitalism, says George Romney of American Motors, and we are now entering the era of Consumerism, in which the consumer exercises the ultimate control.

Research continues to pay off. In spite of many studies which have shown that cicada do not feed on apple roots, Dr. Don Hamilton of USDA at Vincennes, Ind., has pinpointed the severe decline of mature fruit trees in southern Indiana to be the result of feeding by periodical cicada nymphs.

Thompson and Guttridge of Scotland, working with strawberries, have suggested that flower bud initiation is controlled by an inhibitor produced in the leaves; and that long days, full foliage, and mature leaves provide conditions favorable to production of the inhibitor.

Says Ruel Stickney, past president of California Canning Pear Association, "Even if we gave the fruit to the canners, under existing conditions, the only result would be a downward adjustment to new and equally competitive levels with results of benefit only to the consumer."

Coffee is a \$2-billion industry, with \$1.5 billion worth coming from Latin American countries where over 100 million people depend upon it either directly or indirectly.

A new frost prevention machine stands 50 feet high, uses a 24-foot propeller rotating at 550 rpm, and puts out 9 to 27 million btu's of heat per hour.

Nicotine is synthesized in the roots of the tobacco plant, from which it moves up into the leaves. Now it seems that malic acid is synthesized in the roots of grapevines and undergoes partial conversion to tartaric acid in the leaves, according to Ribereau-Gayon of France.

"Sooner or later," said a British member of parliament to a horticultural group in England, "British housewives must face up to paying more for their food."

A beautiful 530-page book on *The Mango*, with several color plates, is from the pen of S. R. Gongolly, Ranjit Singh, S. L. Katyal (a former student), and Daljit Singh of the Indian Council of Agricultural Research, New Delhi.

And for "flowering trees in India," try the book by the same name by a friend, Dr. M. S. Randhawa, with 38 gorgeous color plates and 210 pages of text, also New Delhi. —H.B.T.

### Coming Next Month

- BUYER'S GUIDE: Where to Buy Equipment and Supplies
- Brand Names of Newer Organic Pesticides
- Chemical Weed Control Chart
- Fruit Areas of America—Colorado
- Motion Economy in the Packing House

AMERICAN FRUIT GROWER

# PROOF!

Transcontinental apple shipment proves that Kys-Pak® provides better protection than the other two most commonly used packing materials



Bruise Free

**89.3%**

The Kys-Pak Box

But only

**64.1%**

Packed in Poly Bags  
were Bruise Free

And only

**73.3%**

Packed in Wood Boxes  
were Bruise Free

These boxes were part of a regular shipment of apples from Wenatchee to the N.Y. Fruit Auction

*The Judges: Mr. James Reid, Vice President, New York Fruit Auction; Mr. Leo Schultis, Auction Fruit Buyer, H.C. Bohack Co., Inc.; Mr. E. J. Peters, Auction Sales Manager, American National Foods, Inc.*

## MAIL THIS COUPON FOR COMPLETE TEST REPORT

Learn why Kys-Pak offers the best protection... helps bring premium prices

KEYES FIBRE COMPANY, Dept. AF-6,  
Waterville, Maine

Please send me a complete report on your Transcontinental Test Shipment Study

Name

Name of Company

Grower  Warehouse/Shipper

Broker  Buyer  Other

Street

City  Zone  State



# proof is in the finish



## NOTHING BEATS CAPTAN

Your pay-off at harvest is what counts. That's why more profit-minded fruit growers use captan than any other organic fungicide.

Captan is the standard fungicide for scab and summer diseases because it's the safest, most effective. It lets fruit develop fine color and finish, has increased fruit size and yields. Biennial bearing apple trees have often become annual bearers when sprayed each year throughout the season with captan.

From petal-fall to harvest, Stauffer Captan 50-W controls apple scab, frog-eye leaf spot, Botrytis calyx-end rot, Brooks fruit spot, sooty blotch,

fly speck, black rot, black pox, bitter rot and Botryosphaeria (Bot rot or white rot).

Stauffer Captan 50-W is also the preferred fungicide in late cover and pre-harvest peach sprays because it gives the best color, finish and shipping qualities. It can be used up to and during harvest if conditions favor the development of fruit rots.

Captan is highly recommended for common summer diseases of cherries, grapes, pears, plums, prunes, raspberries and strawberries.

See your dealer. Specify Stauffer Captan 50-W. For a helpful new folder write to Stauffer Chemical Company, 380 Madison Avenue, New York 17, N. Y.





